

SOUTHERN AUTOMOTIVE JOURNAL

COVERS THE
19 SOUTHERN AND
OUTERWESTERN STATES

PASS IT ON!

OWNER	<input type="checkbox"/>
GEN. MGR.	<input type="checkbox"/>
SERV. MGR.	<input type="checkbox"/>
PARTS MGR.	<input type="checkbox"/>
FOREMAN	<input type="checkbox"/>
SHOP	<input type="checkbox"/>

November, 1950



What's Coming?

**"The Biggest
Piston Ring News
in Years!"**

• That's right, Mr. Doctor of Motors—
next month the biggest automotive news of the
year will break—the news of Perfect
Circle's revolutionary new piston ring set...
the set that raises the standards of piston
ring performance to an all-time high!

You'll get the whole dramatic, profit-making
story soon. WATCH FOR IT!

It's a product of

Perfect Circle

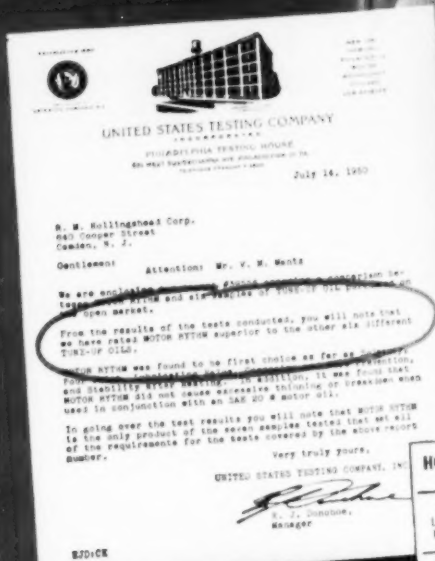
The Most Honored Name in Piston Rings

WHIZ MOTOR RYTHM "SUPERIOR"

To Six Leading Tune-Up Oils Tested

Reports UNITED STATES TESTING COMPANY

FACTS About New WHIZ Formula from America's Leading Independent Testing Laboratory



HOW LEADING TUNE-UP OILS RATE ON ESSENTIAL TESTS

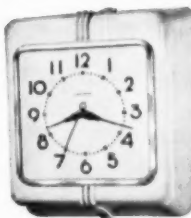
United States Testing Co., Inc. report #P39556, July 13, 1950

SEVEN LEADING BRANDS	Cleaning Action (Solvency Value)	Preventing Oil Stiffness	Lubricating Value (Film Strength)	Corrosion (Heated to 300° F.)	Solvent Value when Heated to 300° F.	Compatibility with Motor Oil	Excessive Thinning of Motor Oil?
MOTOR RYTHM	1st	1st	1st	1st VERY EFFECTIVE	1st	SATIS-FACTORY	NO
BRAND A	3rd	2nd	2nd	Almost None	4th	SATIS-FACTORY	YES
BRAND B	5th	2nd	3rd	Little	2nd	SATIS-FACTORY	YES
BRAND C	6th	2nd	4th	Almost None	5th	SATIS-FACTORY	YES
BRAND D	4th	4th	4th	Almost None	6th	SATIS-FACTORY	NO
BRAND E	2nd	3rd	5th	Little	5th	UNSATIS-FACTORY	YES
BRAND F	4th	4th	4th	Almost None	3rd	SATIS-FACTORY	NO

- *Indicates tie in rating.
- "Solvent loss when heated to 300° F." is determined by weight loss after heating.
 - "Excessive thinning" occurred where SAE 20 wt. oil was changed to SAE 10 wt.
 - 200% more protection against corrosion than most products tested.

GET THIS EXTRA BONUS OFFER!

INGRAHAM Self-Starting ELECTRIC CLOCK. Sells everywhere for \$4.95 plus tax. For home or office use. Large 5" dial. Smart white plastic "tilted" case. Sweep second hand. 60 cycle 110-125 volt.



MOTOR RYTHM DEAL 50-P

BUY 2 cases (48 pints) @ \$10.80

(Plus Fed. Excise Tax 18¢ per case) 21.96

GET BONUS Ingraham "Sentinel" 4.95

Regular Dealer Cost. 26.91

YOUR SPECIAL PRICE, ONLY \$21.96

*We must reserve the right to substitute an electric clock of equal value if delivery necessitates a substitution.



Here is the complete story about seven leading brands of tune-up oils—substantiated by tests from an impartial laboratory! The above chart and full details (with-out brand names) will be sent to you on request.

Ask your jobber for the "TESTED-BEST" WHIZ MOTOR RYTHM. If he cannot supply you, write direct. Special bonus offer available!

B. M. HOLLINGSHEAD CORP.
Camden 2, N. J.

LEADER IN MAINTENANCE CHEMICALS
Camden, Ontario, Toronto • Washington, D.C. • New York, N.Y.

Member of A.S.M.A., N.A.P.A. and A.E.R.A.



3 SERVICES



*in one
package*

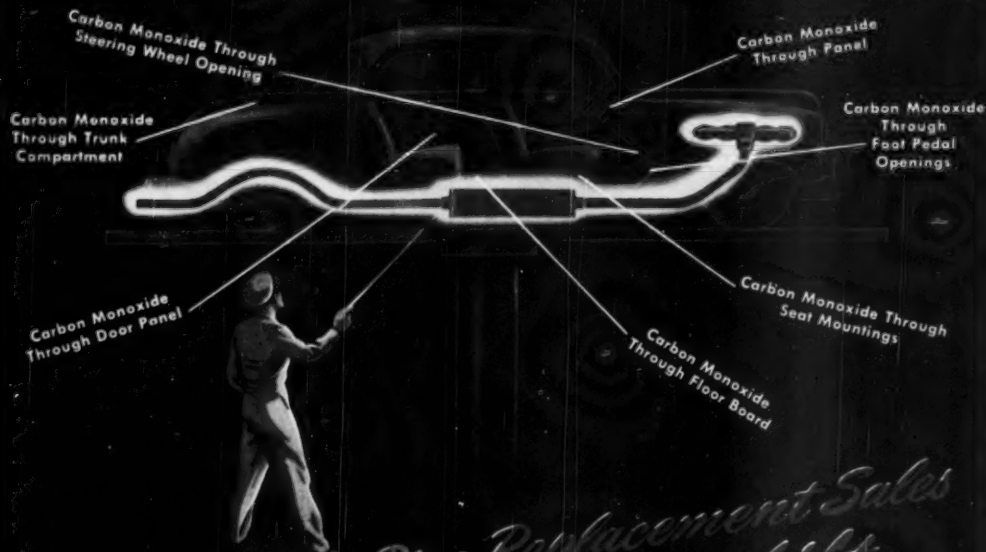
- Non-acid cleaner that quickly removes rust, scale, grease and slime in one simple operation.
- Double Action Radiator Cement to seal leaks.
- Rust Preventor to prevent rust formation.

PERMATEX COMPANY, INC., BROOKLYN 29, N. Y.

SOUTHERN AUTOMOTIVE JOURNAL for NOVEMBER, 1950

Check the DANGER ZONE

THE EXHAUST SYSTEM • MUFFLER AND PIPES



Muffler and Pipe Replacement Sales Start on Your Life

REPLACE RUSTED-OUT MUFFLERS AND PIPES WITH

MCCORD

... the Complete Muffler Line
Engineered for Quietness and
Low Back Pressure

THE ENGINEERING that makes
MCCORD a Better Muffler...
MAKES MCCORD THE LEADER
IN THE FIELD

There are dollars—extra profit to you—when you check the muffler and pipes of every car on your lift, and watch for the noisy rusted-out mufflers and pipes on cars at the pumps. The danger of carbon monoxide is greater during winter driving. Get the profit from an average \$14.00 muffler and pipe sale.

MCCORD CORPORATION
Detroit 11, Mich.

MCCORD Individually Engineered
MUFFLERS

Announcing VAN NORMAN'S NEW **No. 232 "PIN-SHOP"**

Here's what the "Pin-Shop" does:

1. Bore wrist-pin holes in pistons and rods concentric with original hole or with worn bushing. 2. Bore piston-pin and bearing holes parallel. 3. Proper center distances maintained at all times. 4. Finish-bores semi-finished babbitted rods. 5. Finish-bores rod forgings. 6. Bore kingpin bushings.

The new No. 232 is the complete "PIN-SHOP." New "Gyro-Matic" boring principle assures unheard-of accuracy. And the new "Fit-O-Matic" sizing device assures absolute factory tolerances the first time . . . every time.

PILE UP MORE PROFITS! Build up your piston, ring, pin, and bearing sales with this new Van Norman No. 232 "PIN-SHOP." It's fast, accurate, and easy to operate. Be *sure* — have your pins fit the Van Norman Way — with the No. 232 "PIN-SHOP." See your jobber or write for details. Van Norman Company, Springfield 7, Mass.



SEE IT AT THE A.S.I. SHOW

**The Best-Equipped Shop
Gets the Business!**



That's why

"It Pays to Van Normanize"



BENIUM* Heat-resisting material is the secret ingredient developed by the Marshall-Eclipse Division of Bendix and used exclusively in Eclipse brake linings and heavy-duty brake blocks.

When it comes to sales appeal, Bendix Eclipse Linings and Blocks are right on top. Extra profits are a cinch. You just tell your customers about **Benium**—about the miles and miles of added service life, the safe, smooth stops that beat anything they have ever seen. It's one re-line job they will remember; because you can't help noticing the improvement right from the start. Stock up today. When you hear the music of that cash register you'll be glad you climbed aboard the bandwagon with Bendix Eclipse Linings and Blocks.

Bendix Eclipse

BRAKE LININGS and BLOCKS

PRODUCTS of

the Greatest Name in Braking!

MARSHALL-ECLIPSE DIVISION OF
TROY, NEW YORK



Export Sales: Bendix International Division, 72 Fifth Avenue, New York 11, N. Y.



ONLY....the NEW Hein-Werner Hydraulic Swift-Lift has

3 LIFT CONTACTS
.....with 19 1/4"
hydraulic lift

TOP RAM HEAD

Lowest height...35 1/4"
Extreme high...55"

CONVENTIONAL HOOK

Adjustable starting
height 4 1/4" to 27 1/2"
Extreme high...46 1/4"

KNUCKLE-JOINT HOOK

Adjustable starting
height...3" to 22 1/4"
Extreme high...42"

- ★ Greatest lifting range
- ★ Slip-proof H-W safety clamp adjustment
- ★ Ribbed aluminum base, 11" x 13"
- ★ Exclusive Heinite long wearing piston
- ★ Fingertip release valve regulator
- ★ Capacity, 1 1/2 tons
- ★ Tested at 1 1/2 times rated capacity
- ★ Large steel wheels—don't carry it, just roll it along!

Hein-Werner also manufactures Bumper-Lift Hydraulic Jacks for passenger cars... Under-Axle Jacks for trucks and buses... Cylinder Sleeve Pullers... Push and Pull Hydraulic Jacks for body, frame and fender work... Swift-Lift and Service Jacks for shop use.

Hein-Werner
HYDRAULIC JACKS

HEIN-WERNER CORPORATION
Waukesha, Wis.

On top of the heap-



PERFECT

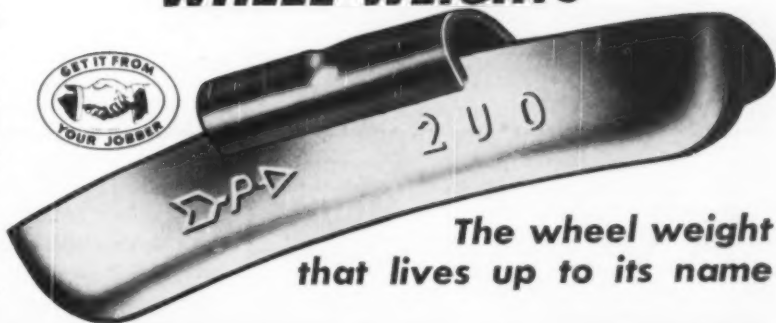
TRADE MARK

WHEEL WEIGHTS

● "U" TYPE—A favorite in the industry. Fits ALL rims having factory trim rings except late model Cadillacs.

● "C" TYPE—The "C" type weight (new style) in six sizes will give most satisfactory results on passenger cars with "K" or "L" type rims.

● "SPECIAL" TYPE—Made for late model Cadillacs with hub caps covering entire wheel. 6 sizes.



The wheel weight that lives up to its name



PERFECT EQUIPMENT CORP.

804 W. Morgan St.

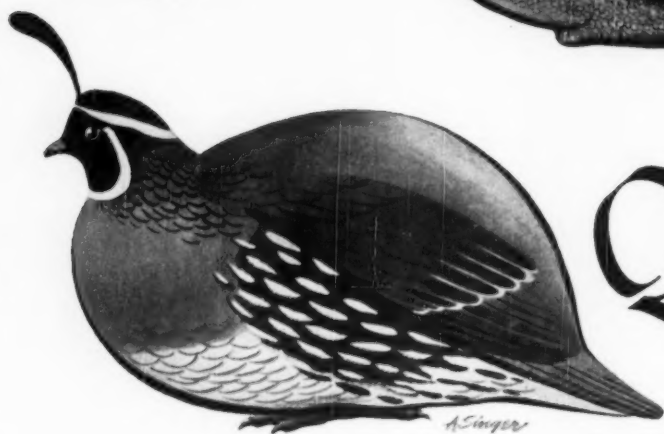
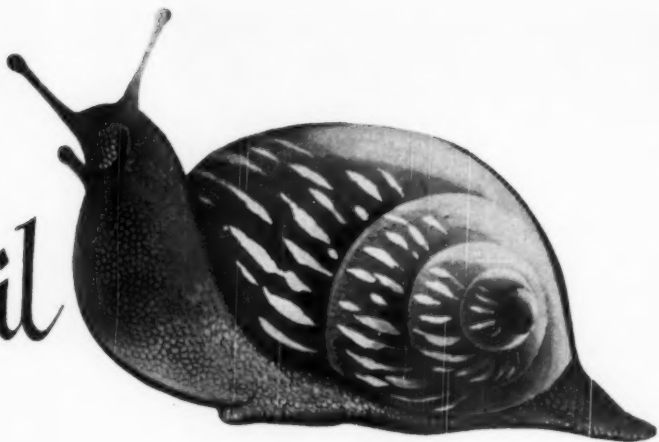
KOKOMO, IND.

P.O. Box 706



Manufacturers of Wheel Weights for Trucks and Passenger Cars

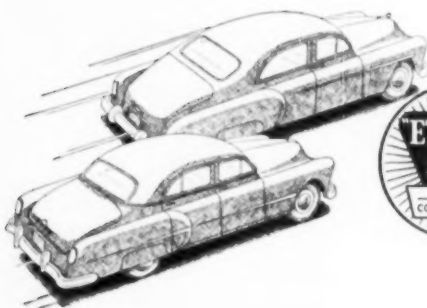
Snail



Quail

There's a tremendous difference between a "snail" and a "quail"

- and there is a powerful difference, too,
between performance and "Ethyl" performance!



Yes, there's a powerful difference between the performance of an engine using just gasoline and one using "Ethyl" gasoline. When you set the ignition of a modern high compression engine to take full advantage of "Ethyl" gasoline's higher antiknock quality, your customer gets "Ethyl" performance—more power, more mileage. And you get happier, more satisfied customers.

ETHYL CORPORATION, New York 17, New York

Other products sold under the "Ethyl" trade-mark: salt cake...ethylene dichloride...sodium (metallic)...chlorine (liquid)...oil soluble dye...benzene hexachloride (technical)

5-572

5-572

5-572

5-572

5-572

HAVE YOU TRIED...

5-572?

IF YOU'RE INSTALLING RINGS IN CHRYSLER MADE AUTOMOBILES IT WILL PAY YOU TO TRY ONE OF THESE REMARKABLE SETS IN YOUR NEXT JOB

MOOG PISTON RING SET No. 5-572

for 1942-50 Plymouth and Dodge Automobiles

Repairmen have had such fine luck with this set of rings that we strongly urge you to **try just one set!** See for yourself how effectively they stop blow-by, control oil, and restore **FULL POWER.** We will gladly send you the name of nearest Moog Distributor.

Order a set of 5-572 today; available in over-size up to .080. Moog X-Plus Piston Rings give **FULL POWER** performance and stop costly comebacks.

MOOG PISTON RING CO., ST. LOUIS 14, MO.

Division: MOOG INDUSTRIES, INC.

*America's Fastest Growing
Ring Line!*



**STOPS
COSTLY
COMEBACKS**

5-572

5-572

5-572

5-572

5-572

This line is



RESISTOR

Offers car owners new advantages found only in automotive type spark plugs with built-in resistors. Original equipment on many leading makes of America's finest cars.



STANDARD

Ignition engineered by ignition engineers for unsurpassed performance... Specified as original factory equipment by leading manufacturers of cars, trucks and tractors.



TRANSPORT

Rugged construction and aircraft type insulator combine to give lower cost per mile of spark plug operation... built to take it... another Auto-Lite original factory product.

AUTO-LITE SPARK PLUGS

This line is unmatched... and Auto-Lite is the best advertised name in the automotive after-market. Only Auto-Lite offers dealers the top-rated "Suspense!" show on radio every week and TV every week...

the famous "spark plugs look alike, too" campaign in national magazines and newspapers... promotion program for dealers and jobbers... all designed for greater sales. Ask your jobber's salesman, or write to

THE ELECTRIC AUTO-LITE COMPANY

Toledo 1, Ohio

Merchandising Division

Toronto, Ontario

TUNE IN "SUSPENSE!"...CBS RADIO THURSDAYS...CBS TELEVISION TUESDAYS

AUTO-LITE

unmatched...

AUTO-LITE *Bull's-Eye*

LAMPS

The new Auto-Lite Bull's Eye Lamp concentrates the stray light into the main driving beam. Factory focused. Sealed under 9,000 pounds per square inch pressure. This new lamp will operate even when lens is cracked or broken. Offers you advantages for more sales. Original factory equipment on many leading cars.

THE
Bull's-Eye
MAKES THE
DIFFERENCE



AUTO-LITE *Silver Line*

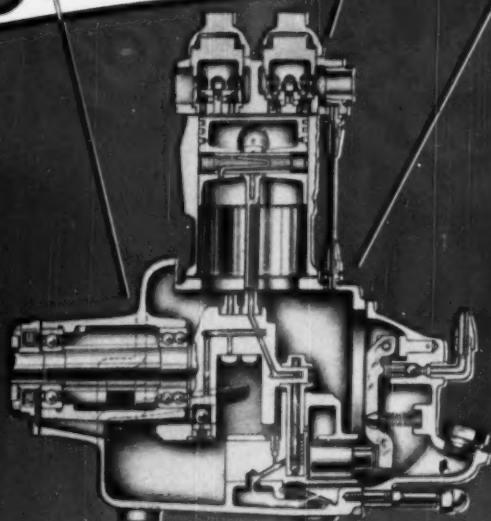
CABLE

The new Silver Line is a complete line—featuring silver sheath Steelductor Spark Plug Wire, Flexstrand Primary Wire and battery cable with the new power-line terminal that holds tight. Top quality. Beautifully packaged to sell on sight.



**The Best Advertised Name in the Automotive After Market*

3 POINTS OF PROTECTION



Westinghouse Air Brake Company Compressors

If you wrote your own specifications for the ideal air compressor . . . you'd end up with the features of the Westinghouse "Y". It offers every modern feature you'll find in any quality unit—two-stage air-cooled design, automatic start and stop, multiple V-belt drive, fully enclosed crankcase, ASME-standard tank—PLUS these added advantages that are engineered in to safeguard service and ban excessive maintenance.



CONTROLLED PRESSURE LUBRICATION. Exclusive with the "Y"! The same advanced type of system used in modern automotive engines. A positive, over-running oil pump, that starts the moment the compressor starts, keeps all moving parts bathed with a continuous flow of oil. Oil flow is "metered" by a ball-relief check.



LOW OIL LEVEL PROTECTION. Only the Westinghouse "Y" offers this important protective feature. An interlocked starting unloader delays compressor loading until oil is circulating. If oil level is too low, compressor remains unloaded—warning of the trouble, which can be corrected before damage results.



THERMAL OVERLOAD PROTECTOR. An automatic thermal switch cuts current if motor starts to overheat. A real maintenance reducer. It's standard equipment, at no extra cost, on the "Y".

Westinghouse "Y" compressors come in a range of sizes that meet all normal compressor needs; 1½ to 10 hp, 7.4 to 41.5 cfm displacement. Gas engine drive can be furnished when electricity is not available. Ask for Bulletin IDC 9302-3 for complete data on types, sizes and accessories.

Westinghouse Air Brake Co.



Industrial Products Division WILMERDING, PA.

DISTRIBUTORS THROUGHOUT THE UNITED STATES . . . CONSULT YOUR CLASSIFIED DIRECTORY

Make Double Sales



with these Buick Parts!

NEXT time you have a Buick body job in your shop, remember there's an easy way to do it faster—and make two profits instead of one.

Why spend a lot of time bumping out, straightening, soldering, filing, grinding and lining up—then bill for your labor alone?

Instead, you can remove the damaged part, put a new one on—and make a profit on both labor and parts. It's quicker. It gives the owner a better job. It lets you handle more jobs per day in the same

space. And you've made two sales instead of one!

Get your Buick sheet metal or body parts from your Buick dealer—his prices are right at the competitive level, and there's a full discount to the trade.

Matter of fact—you'll do better every time if you make the Buick dealer your first point of call for all Buick parts, every time. You'll find—

- Low competitive prices • Full trade discount
- Complete line of parts • Helpful information
- Handy one-stop service

Do a quicker better job—



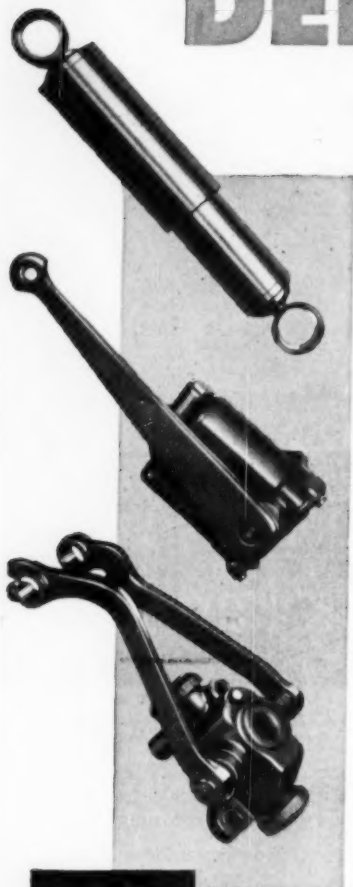
See your Buick dealer

with Buick parts

get your full share of profits—not just a part—

DELCO ALONE

OFFERS A COMPLETE LINE OF SHOCK ABSORBERS



Only Delco Offers the Right Type of Shock Absorber for 80% of the Cars! Delco—and only Delco—makes a *complete* line of shock absorbers. Single-acting, double-acting, knee-action or direct acting . . . Delco makes them all! Whatever type of shock absorber your customers need, you have it with the Delco line.

Only Delco Can Supply This Huge, Continuous Market! Over 65,000,000 Delco units are in use today. That assures you of a large presold market for replacement and repair. Then, too, *other* car owners are potential customers because Delco—and only Delco—builds shock absorbers to fit *every make of car!*

Only Delco Offers Such a Sales Opportunity! Delco's one line, one quality, one price . . . give you a greater-than-ever sales opportunity. Make Delco the choice for your customers. Make Delco your key to greater volume of shock absorber business.



LET THIS DELCO MERCHANDISER BOOST YOUR SALES

This sturdy, durable, all-steel merchandiser is designed to catch the eye of your customers . . . to give sales volume a lift. Put this display to work . . . let it promote new sales of shock absorbers for you. Your local United Motors distributor can supply you.



**DELCO SHOCK ABSORBERS—
A UNITED MOTORS LINE**
Available Everywhere Through
UNITED MOTORS DISTRIBUTORS

DELCO *Hydraulic Shock Absorbers*

SIGNAL-STAT *steals A.S.I. show!*

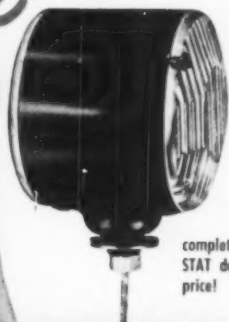
Exclusive **Sensational New SIGFLARE**

**DIRECTIONAL SIGNAL SWITCH
makes all others
antiquated!**



SIGFLARE: not only the finest directional signal system but the first and only device to provide the wing lever feature for disability parking. Makes all four signal lights flare in emergency. Exclusive built-in pilot shows both direction of turn and lamp failure. Converts present car lamps without adapters or gadgets. Easy to install. All this for only \$8.50 and up list.

Exclusive



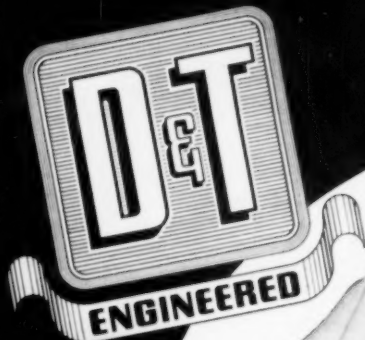
**SHATTER-RESISTANT
CLASS A
DIRECTIONAL SIGNALS
FEATURING
DOUBLE FACED LAMPS**

Signals that really are "Class A!" Special Lucite Lenses scientifically developed for beauty, durability and greatest efficiency. Double-faced, single-faced and flush type lamps in complete sets or individually packed. SIGNAL-STAT does it again at an unbelievable low price!

SEE THE FAMOUS SIGNAL-STAT FULL LINE

Signal-Stat CORPORATION 523-539 KENT AVE., BROOKLYN, N. Y.

**A.S.I. Booth
Numbers
8258 - 260**



WHEEL WEIGHTS of DISTINCTION

A SIZE and TYPE for EVERY APPLICATION

The D & T name is your assurance of the finest in engineering, styling, and quality control . . . Our craftsmen, whose skill and know-how, have developed and produced the most complete line of passenger car and truck weights in the automotive field. WRITE FOR CATALOG.

LOOK TO D & T FOR LEADERSHIP
TURNER *Manufacturing Co.*
KOKOMO, INDIANA, U.S.A.

THESE **DISPLAYS** WILL PROVE TO YOU

Rubbermaid **KAR-RUGS** are your

best bet for Extra Profits!



FLOOR MERCHANDISER FOR COMPLETE KAR-RUG STOCK DISPLAY

When car owners see Kar-Rugs — they buy them! Here's the way to get them "out front." Two attractive racks that fit any display need. Write for more information on these sales boosters.



ALL-PURPOSE DISPLAY FOR WALL, COUNTER, FLOOR

KAR-RUGS
the "ORIGINAL" rubber
throw-rugs for automobiles

64

COLORS add harmonious beauty.
Beeswax, Blue, Royal Blue, Green,
Green, Cocoa Brown, Midnight
Black, Silver Gray.

SIZES completely equip front and
rear floor areas in any car.



THE WOOSTER RUBBER CO., WOOSTER, OHIO
In Canada: WOOSTER RUBBER CO. LTD., TORONTO, ONTARIO



... a complete program
geared to volume dealer
profits ...

colored ads in POST and
COLLIER'S are selling your
customers.

Let them know you're Kar-
Rug headquarters with eye-
catching displays, mailers, etc.

Send Your Inquiry Or Order To Us. We Will Ship It Through Your Nearest Authorized Jobber.
THE WOOSTER RUBBER CO., WOOSTER, OHIO

☐ Send details on Display Racks.

☐ Ship this Kar-Rug order through my jobber.

Item Number	Retail	RED	BLUE	GREEN	BROWN	GREY	BLACK
15-1452 16"x18"	\$1.59 ea. \$ 9.54 carton	CARTONS	CARTONS	CARTONS	CARTONS	CARTONS	CARTONS
15-1454 18"x21"	2.19 ea. 33.14 carton						
15-1455 15"x25"	2.19 ea. 33.14 carton						
15-1459 18"x26"	2.69 ea. 16.14 carton						

Subject to my regular discount and terms.

Company _____

Address _____ City _____ State _____

S

My Regular Jobber is: _____

PAC
MISS

GES
SING



In two minutes...

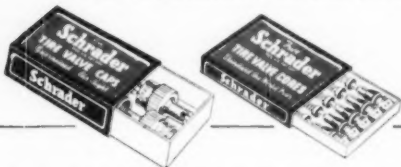
two items that cost pennies can make a tire service customer!

Not one motorist in ten knows how tire inflation for neighborhood shopping, continuous city driving, or country cruising affects ease of steering, riding comfort, or tire safety.*

But all ten should know from you!

In two minutes, you can make a *never-to-be-forgotten impression* by explaining Schrader Modern Tire-Air Service—pressure accurately gauged to driving needs and *doubly sealed* by Schrader Cap and Core for safety and economy. Every dealer gives "free air"—be the exception who gives tire insurance. Check missing caps, explain how slow leaks blamed on tubes are often caused by sand or mud in an uncapped valve.

And charge for the replacement! Your customer expects to pay for accessories, and puts a value on the service by the price you charge.



Modern tire-air service is not complete without Schrader Caps and Cores

Standard the world over, there are no bigger values in the automotive market than Schrader Valve Cores and Caps. Schrader Cores are precision produced with watch-like accuracy. The two-piece swivel plug holds failure to an absolute minimum; the wedge-fit washer makes a perfect air seal and the full length spring at the bottom of the core permits maximum inflation speed. Double-seal this with a Schrader Valve Cap that withstands 250 pounds pressure and you have a combination that gives maximum tire insurance to your customers. Use them in tube repairs—sell them by the set.



*Are you up-to-date with the latest tire maintenance facts about the effects of heat build-up from city or country driving? Write for, **FREE**:—(a) fact-packed Bulletin A-123 and (b) two-color "Guaranteed Tube Repair" window strip.

A. SCHRADER'S SON

Division of Scovill Manufacturing Company, Incorporated
BROOKLYN 17, NEW YORK

Missing something, Mac?



Mac is wasting only water; but plenty of dealers are letting money go down the drain by not selling Monroe replacement shock absorbers. They are missing thousands of sales to owners of cars that need new shocks, simply because they don't realize what a money-making opportunity they are overlooking.

Smart operators make sure they don't miss. They line up with Monroe because Monroe is the original equipment leader* and replacement favorite, too! Monroe shocks are *your* best bet for the kind of replacement business that means more volume, more profits. Ask your jobber or write direct about the Monroe franchise today.



*Monroe Shock Absorbers are standard equipment on more makes of cars than any other brand.

YOU'LL MAKE MORE MONEY SELLING MONROE SHOCKS!

Less than \$35⁰⁰ Gets You Started

Let this handy display rack stimulate your shock absorber sales. It reminds your customers to get their replacement shocks from you. Compact, colorful, it is easily set up on counters, in show windows, driveways or islands.

The rack holds 10 Monroe Shock Absorbers and 3 Monroe grommet sets. The standard assortment includes sizes to fit 85% of all cars on the road. The whole kit costs less than \$35.00—pays back better than \$20.00 profit every time contents are sold.



MONROE AUTO EQUIPMENT CO.

Monroe, Mich. — World's Largest Maker of Ride Control Products

Now! 100% more protection

**Why
today's driving
conditions require
this revolutionary
new battery**

1

Car owners are driving more than ever before — and more mileage means more battery wear. Batteries must have added stamina to withstand added mileage!

2

Batteries are being charged more—not only over more miles, but, also, at higher rates. Batteries must be designed to withstand additional charging!

3

Higher compression motors are here — and they require more battery power. For quick, sure starts in any weather, batteries must have added starting power!

4

Today, batteries are under the hood — for easier, quicker inspection and service. But under-the-hood batteries must be able to withstand under-the-hood temperatures!



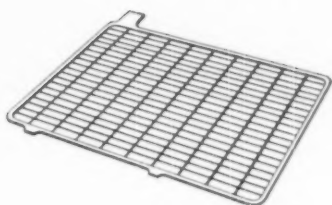
WILLARD BATTERY COMPANY • Cleveland • Cincinnati • Detroit • Memphis • Portland • Toronto

New Willard Super

against the No.1 battery killer

Willard *announces*

METALEX






THE METALEX GRID—

Plus 4 other features—
makes the new Willard Super Master
custom-built for today's
driving conditions. Ask the
Willard Salesman for
complete details!

greatest battery improvement in 25 years

Today, OVERCHARGING is the No. 1 battery killer. More batteries are worn out from this one cause than from all other causes combined! Overcharging strikes directly at the grids—corrodes them—fractures them—destroys their ability to retain active material—destroys their utility as current conductors.

But now Willard announces METALEX—a new and vastly superior grid metal, developed and perfected by Willard metallurgists specifically to combat damage by overcharging. And METALEX does so—stubbornly, effectively. METALEX provides a full 100% more protection against the No. 1 battery killer! METALEX l-e-n-g-t-h-e-n-s battery life. Available exclusively in Willard Super Master Batteries, METALEX gives Willard Dealers the most important single selling advantage any battery has had in a quarter of a century.

<p>NEW</p> <p>IMPROVED RUBBER INSULATOR FOR LONGER LIFE</p>  <p>Impervious to effects of high charging rates and high, under-the-hood temperatures... L-e-n-g-t-h-e-n-s battery life!</p>	<p>NEW</p> <p>IMPROVED RUBBER CONTAINER FOR LONGER LIFE</p>  <p>New design—heavily reinforced at points of stress. Withstands high, under-the-hood temperatures. L-e-n-g-t-h-e-n-s battery life!</p>	<p>NEW</p> <p>IMPROVED SEALING COMPOUND FOR LONGER LIFE</p>  <p>Will neither crack in winter nor melt in summer. Withstands high, under-the-hood temperatures. L-e-n-g-t-h-e-n-s battery life!</p>	<p>NEW</p> <p>IMPROVED ACTIVE MATERIAL FOR QUICKER STARTS</p>  <p>So much more chemically active, that snap starts are assured—even in cars powered by the new higher compression motors!</p>
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Master *with* METALEX

DE SOTO

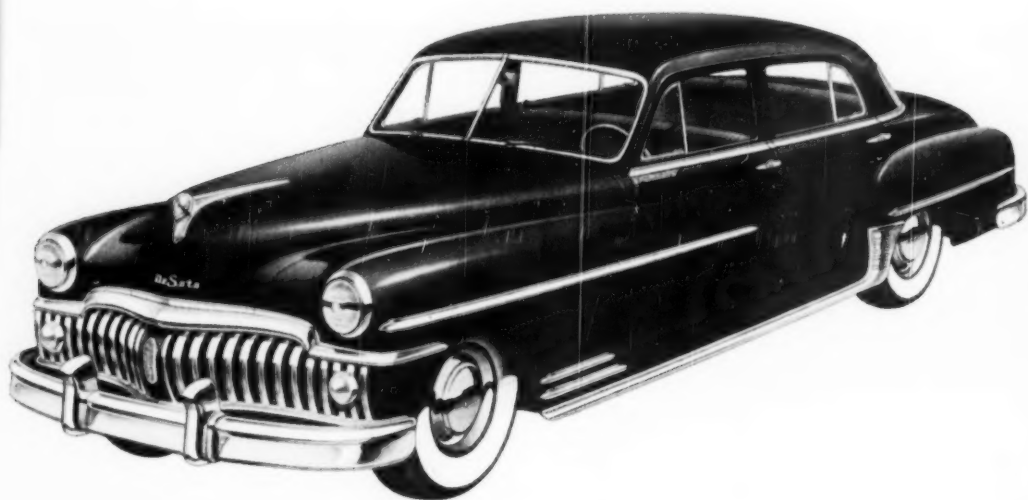
The car that lets

you drive without shifting! DeSoto Tip-Toe

Hydraulic Shift with Fluid Drive is still

another reason why DeSoto owners say,

"Regardless of price...best car I ever owned!"



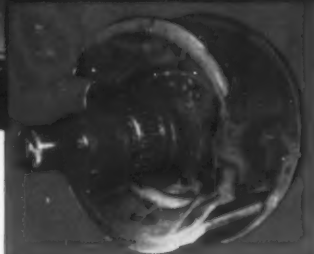
Don't miss GROUCHO MARX in "You Bet Your Life" on both radio and television (NBC networks) presented by De Soto-Plymouth Dealers. DESOTO DIVISION, CHRYSLER CORPORATION

Brake Fade Eliminated with **WORLD RED BLOCK** **BESTOS**



Mr. Donald B. Hamill, driver, and Mr. Harold Collier, owner of the "260" Brockway-Trailmobile rig, report top performance with World Bestos RED BLOCK.

Unretouched photo of RED BLOCK in the "J" Combination shows no sign of wear after 6 months of continuous mountain service!



Amazing RED BLOCK in the "J" Combination* Completely Solves Fade Problem for Large Eastern Fleet

Collier's Truck Service, Uniontown, Pennsylvania, operating heavy duty units in mountainous eastern states, formerly had difficulties with fading brakes and worn-out blocks. Since equipping with World Bestos RED BLOCK Mr. Collier reports, "We haven't had a single case of *brake fade* and are getting twice the *mileage* between relines. It is without a doubt the finest brake block I have ever used."

The sensational new World Bestos RED BLOCK . . . the only heavy duty brake block with a *no-fade guarantee* (Heat or Water) . . . was developed especially for trucks, trailers, and buses in extremely severe service. Assures high friction, long life and reduced heat checking.

Read what Fleet Operators across the country say about its amazing performance:

MIDWEST:

"Not a single case of brake fade nor any evidence of heat-checked brake drums. RED BLOCK really solves the trucker's biggest brake problem!"

(Signed) V. T. Johnson, Garage Supt.
Ziffirin Truck Lines, Inc.
Indianapolis, Indiana

WEST:

"Our fleet operates over the long steep grades of the Rockies and the Sierras. World Bestos RED BLOCK has eliminated fading and heat-checking problems completely."

(Signed) Ronald Norton, Owner
Norton Fruit Company
Provo, Utah

WEST COAST:

"90% of our operation is over heavy-traffic mountain grades and brake fade is quite a problem. World Bestos RED BLOCK has eliminated fading, reduced drum wear, and increased brake life one-third."

(Signed) Cecil Z. Green, Mtn. Supt.
Western Milk Transport
Pacifica, California



RED BLOCK gives perfect braking efficiency under the most severe operating conditions



WORLD BESTOS
NEW CASTLE, INDIANA

• If your jobber cannot supply you write directly to World Bestos for complete information.

The Progressive Farmer

RUNNING ON BORROWED TIME?

GET A NEW

AC

FUEL
PUMP



You're in the Driver's Seat

with AC Fuel Pumps

If you handle AC Fuel Pumps, November will be your headwagon month. Here's why—

You get the arresting poster shown here. With it, go two window cutouts and a gold mine of selling information.

You also get the backing of the industry's oldest national advertising campaign on pumps. Look at the magazine names! Look at how many people the advertising will reach!

Stock up! Brief your employees! Now's the time when you can sell pumps as a preventive maintenance idea—to forestall trouble in the cold months ahead. Get details from your jobber.

56,000,000 Ad Readers — coast to coast!



6 MORE SERVICE ESSENTIALS...

ALL **AC**



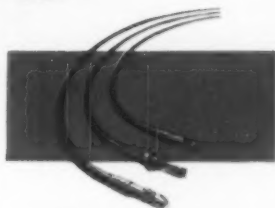
AC Spark Plugs with patented CORALOX Insulator

More and more vehicle owners want AC's with CORALOX Insulator, greatest spark plug advance since the one-piece plug. Increase your service sales by replacing worn plugs with widely advertised AC's, with patented CORALOX Insulator.



AC Oil Filters and Elements "Dirt-Proof" Engine Oil

AC's big "Dirt-Proof" campaign is now in its second year, building a tremendous Replacement Element business for AC dealers. There's an AC Filter for nearly every engine—an AC Element for almost every make of oil filter. Cash in on this volume market.



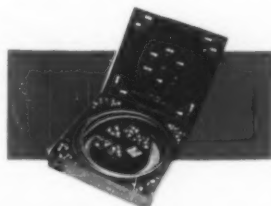
AC Speedometer Cable-Casing Assemblies

AC excels in quality because of AC's patented machines and processes. Original equipment on half the cars on the road. Tailor-made assemblies packaged for replacement. Bulk cable and casing, with parts, also available.



AC Air Cleaners and Elements

AC is the big name in Air Cleaners, too, backed by tremendous original equipment volume. Heavy duty cleaners for cars, tractors and trucks. Low-cost renewal elements available.



AC Flexible Gasoline and Oil Lines

This complete AC Make-up Kit is for dealers who prefer to make their own flexible line assemblies. Tailor-made assemblies are also available, with an attractive Wall Merchandiser which stocks and sells. Sell new lines when you install Filters and Fuel Pumps.



AC Gasoline Strainers

Put this AC Counter Cutout on your showcase. It sells. The AC Strainer Element is fibre disc, impregnated with Bakelite, for definite and controlled porosity. Every engine needs a good gasoline strainer, to protect the carburetor.



AC SPARK PLUG DIVISION • GENERAL MOTORS CORPORATION

INDEPENDENT REPAIRMEN COUNT ON...

PONTIAC PARTS

Sign of
a Progressive
Independent
Repairman



GET THIS NEW PONTIAC WHOLESALE

PARTS
CATALOG!



Get your copy of this handy book today. It's a complete catalog of Pontiac Factory-Engineered Parts—produced especially for the wholesale trade. Ask for it at your Pontiac Dealer's parts department.

No one is more appreciative of Pontiac's fine performance, quality engineering and outstanding dependability than the Pontiac owner.

As an independent repairman you can capitalize on Pontiac's enviable reputation by using Factory-Engineered Parts on all Pontiac jobs—thus assuring your Pontiac customers of continued fine performance, dependability and economy. At the same time you save time and money through quicker, surer repairs and complete customer satisfaction.

You can be sure your Pontiac owners *know* you use Factory-Engineered Parts if you display the attractive three-color sign reproduced above. Your Pontiac dealer can get one for you.

KEEP YOUR PONTIAC OWNERS HAPPY WITH **PONTIAC** FACTORY ENGINEERED **PARTS**



Superior performance, superior results—for exacting "spot repair" work or complete custom refinishing—you can expect and get both with Martin-Senour Hi-Solid Lacquer Colors!

More film forming materials means higher natural lustre, controlled weathering and greater durability. Special formulation assures better blend-in, better match of color shade, gloss, weathering characteristics of original finish—and factory packaging guards uniformity of results.

All easy-to-use Martin-Senour Hi-Solids Lacquer Colors are available in PINTS for: Buick, Cadillac, Chevrolet, Chrysler, De Soto, Dodge, Ford, Hudson, Lincoln-Mercury, Nash, Oldsmobile, Packard, Plymouth, Pontiac, Studebaker, Willys, and Kaiser-Frazer cars.

Available in GALLONS for all General Motors 1949-50-51 cars.

Your N. A. P. A. Jobber Has Them Now.

MARTIN-SENOUR

2520 South Quarry Street, Chicago 8, Illinois

Factory Packaging . . . is the Only Positive Control from Factory to Finisher

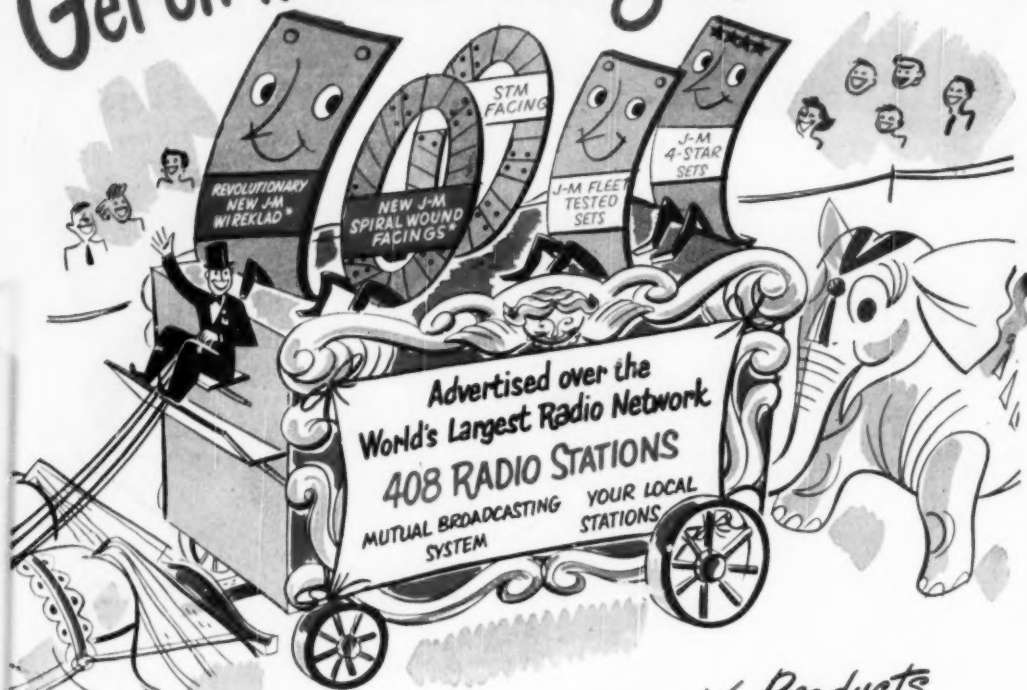


This convenient Martin-Senour cabinet is a big time and money saver. Holds 50 pints or 40 quarts of colors you use most frequently. No phoning, waiting or delay. Ask your N.A.P.A. Jobber-salesman about it.

MARTIN-SENOUR
Announces
1951 FORD COLORS
Lacquer & Synthol

Now Available at
N. A. P. A. Jobbers
Call your N.A.P.A. Jobber First
for all 1951 colors for all cars

Get on the Band Wagon!



**Johns-Manville jobbers now have
the best there is for dealers**

✓ Products
✓ Promotion
✓ Profits

Results of nation-wide survey confirm new business-building features for dealers in expanded J-M friction materials line

Here's everything you need for a bigger and better year in brake linings... based on a Johns-Manville conducted nation-wide survey of leading jobbers to determine just what *dealers* require for new sales opportunities and increased profits in brake materials for 1950!

Here it is: Important improvements in brake and clutch products; streamlined new shoe exchange plan for bonded-on linings; attractive, new sales-help literature; more local stations added to the largest radio program of any brake lining manufacturer... and many other new ideas that make this the soundest friction

material program ever offered!

For example, there is the new WireKlad lining—an improved brake lining development with an exclusive, revolutionary new wire reinforcement. Also, another new item, the finest looking, better performing Spiral Wound Clutch Facing—that was developed by Johns-Manville for making clutch servicing easier, faster, more profitable.

It will pay you to write Johns-Manville today or get in touch with your Johns-Manville distributor. Get the details of this new, bigger and better Johns-Manville friction materials program for 1950—address Johns-Manville, Box 290, N. Y. 16, N. Y.

"Bill Henry and the News" Mutual Broadcasting System 8:55 P. M. Monday through Friday.



**NEW...
WireKlad linings and
Spiral Wound facings!**

These two important new products star in the expanded Johns-Manville line for 1950! WireKlad is the newest and most revolutionary development in brake manufacture and highly stable performance.

Spiral Wound facings give drivers the amazing new "cushion" clutch action, plus the lowest rate of wear. They have excellent appearance; are easy and economical to install!

Johns-Manville

Asbestos

The FIRST name in asbestos brake linings
"Get It From Your Jobber"

FRICION MATERIALS



**"We get
all the
carbon
quick
with
SKIL
Drills!"**

**SKIL power and compactness
mean faster, more profitable jobs!**

MODEL 45 SKIL DRILL



Compact, lightweight
1/4 inch drill ideal for
intermittent automotive
drilling. 1/4" capacity in
steel; 1/2" in wood. Ask
for a demonstration.

Clean out all cylinder head carbon **FAST** with SKIL Drills equipped with Rotary Carbon Cleaning Brushes. There's plenty of power to remove the hardest scale. Get into cylinder head corners with complete ease. You'll find SKIL Drills easy to use because they're light. Extra power makes them faster . . . extra toughness makes them last longer.

25 SKIL Drills give you the perfect drill for every operation . . . from light drilling to boring and reaming in hardest steel. Ask your SKIL Distributor to demonstrate money-saving SKIL Drills today!

SKIL Products are made only by

SKILSAW, INC.

5033 Elston Ave., Chicago 30, Ill.

Factory Branches in Principal Cities

In Canada: SKILTOOLS, LTD.

66 Portland St., Toronto, Ont.

SEE US AT THE A.S.I. SHOW
BOOTHS B150 AND B152

SKIL
PORTABLE POWER

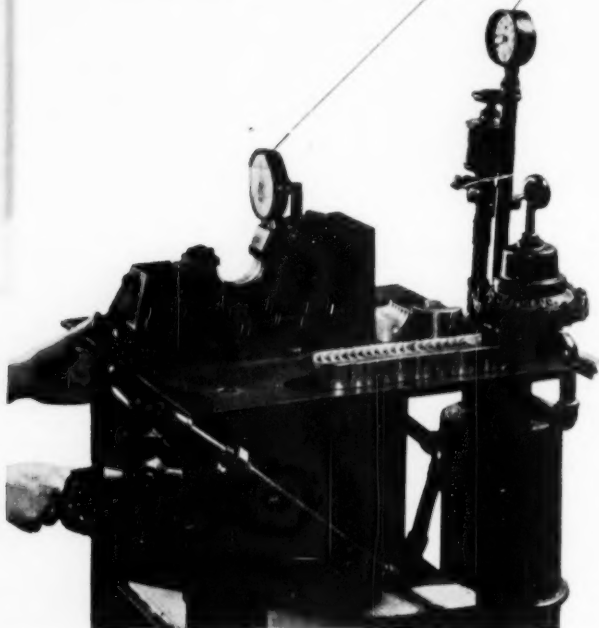
tolerance—zero!

It is hard to imagine parts between which there is no dimensional tolerance.

Yet, that is the "fit" we demand at the parting-line of Michigan Hi-Therm Engine Bearings. The two bearing halves must match perfectly at every point—with tolerance zero!

The result is long, trouble-free performance with highest operating efficiency. That's why service managers report customers stay sold with Michigan Hi-Therm Bearings.

Chances are that you are enjoying the benefits of this engineering perfection in the car you're driving today! Because Michigan Hi-Therm Engine Bearings are the same bearings used for over 25 years as original equipment in millions of the nation's finest automobiles.



the name to remember

↓
michigan
Hi-Therm
engine bearings



DETROIT ALUMINUM AND BRASS CORPORATION • DETROIT 11, MICHIGAN
Manufacturers of Original Equipment Engine Bearings for 25 Years

Exacting Tests

PROTECT

AMERICA'S FINEST IGNITION SERVICE



Operator is checking impregnated condenser pills for capacity and short circuit after pills have been subjected to excess voltage for leakage and before assembly in use.

The remarkable assurance Auto-Lite parts afford expert service men is proved by this fact: more than half of America's car makers specify Auto-Lite. This approval is based on findings from most exacting tests backed by surveys of results in actual use. To consistently deliver unfailing dependability, Auto-Lite leaves nothing to chance. Every material, every do-

sign, every process is checked and double checked through to the final product. "You're right with Auto-Lite" is more than a phrase. A large part of the businesses that constitute America's great automotive aftermarket rest securely on this firm foundation of Auto-Lite tested quality. To find how Auto-Lite can help you write to

THE ELECTRIC AUTO-LITE CO. • Parts & Service Division • Toledo 1, Ohio
Canadian inquiries should be addressed to Sarnia, Ontario



How Ignition Engineering Assures Dependability



RAW MATERIAL TESTS . . . all materials must measure up to predetermined standards before they are released to production.



ENGINEERED SPECIFICATIONS . . . scientifically developed for every part. Nothing left to chance. High quality assures dependability.



CONTINUING IMPROVEMENTS . . . by the foremost engineers working in one of America's great engineering laboratories.



APPROVAL OF LEADING CAR, TRUCK, AND TRACTOR MAKERS . . . as original equipment, after most searching tests by engineers.



FINISHED PRODUCTS TESTS . . . every component and assembly passes repeated tests, checked constantly with laboratory research.

Money cannot buy better Automotive Electrical Equipment

Give a '41



that '51 feel

with Pistons of **ALCOA LO-EX!**

What driver wouldn't like a spanking new 1951 car? You can sell many of your customers "new-car" performance—by installing replacement pistons of genuine ALCOA LO-EX!

Here's what happens. Compression improves, because these light, strong pistons always fit properly—thanks to low-expansion alloy and modern piston design. ALCOA LO-EX dissipates heat fast. Your customer's engine runs cooler, quieter. Burns less gas and oil.

Results like these are good advertising for your shop. Standardize on replacement pistons marked ALCOA LO-EX—cast by Alcoa, finished by famous piston makers. ALUMINUM COMPANY OF AMERICA, 1853L Gulf Building, Pittsburgh 19, Pennsylvania.

NO HOT SPOTS!

FULL COMPRESSION!

EASY ON GAS AND OIL!



Aluminum Pistons of **ALCOA LO-EX**

Federated Mutual

is a favorite among SOUTHERN GARAGEMEN



DARRELL JOHNSON Chevrolet & Cadillac Dealer, Thomson, Georgia insures his modern garage property with Federated Mutual!

BECAUSE...

- 1 Federated Has an Unexcelled Reputation For Prompt, Courteous Settlement!
- 2 Federated Returns Regular and Generous Dividends!
- 3 Federated Offers Complete Fire, Casualty, Group Health and Accident Coverage — All in ONE Company!

The Federated man is a specialist in providing Southern Garagemen with the PROPER coverage on FIRE, CASUALTY, AND GROUP INSURANCE. He is highly trained in your needs and in today's special insurance needs of the automotive trade. His friendly skilled service can save you money — strengthen your protection.

Write for the name of your nearest Federated representative!



A PIONEER in Serving the South with COMPLETE COVERAGE

THE RECOGNIZED AND ACCEPTED LEADER IN THE TRAILER CONNECTOR FIELD

COLE-HERSEE

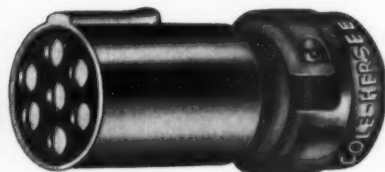
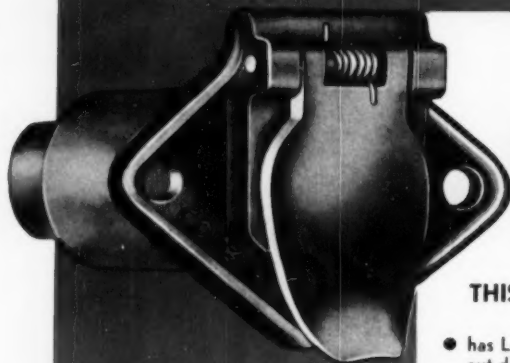
PROUDLY INTRODUCES THE

"FLAP-LOCK" TRAILER CONNECTOR, "ATA" STANDARDIZED 7 POINT TRAILER CONNECTOR AND NEW "GRIP-PLUGS."

DESIGNED TO EXACT A.T.A. SPECIFICATIONS.

ENGINEERED AND MANUFACTURED BY COLE-HERSEE—

A CONCERN WHICH OCCUPIES AN ENVIABLE POSITION FOR
QUALITY, RELIABILITY, PERFORMANCE AND SERVICE IN THE
MANUFACTURE OF ELECTRICAL EQUIPMENT FOR THE MOTOR
INDUSTRY.



THIS NEW HEAVY DUTY COLE-HERSEE TRAILER CONNECTOR

- has Locking Flap with automatic release that lets go without damaging flap if trucker fails to uncouple.
- has Collar type Wire Clamp — grips wide range of cable sizes and has the exclusive Cole-Hersee split, tapered knife gripping strain relief.
- has non-destructible and non-corrosive plug.
- has terminals in both plug and socket color coded.
- has terminals made of special bronze alloy for perfect electrical connection — minimizes voltage drop.
- has tunnel shaped guide between cover and socket automatically pre-aligns plug for easy one-handed assembly into flange socket under the most difficult terminal or road conditions.
- has more than 40 years experience and reputation behind it.



YOU CAN RELY ON COLE-HERSEE
A NAME BUILT ON QUALITY

CONSISTENTLY BETTER PRODUCTS FOR THE AUTOMOTIVE INDUSTRY
COLE HERSEE CO. 20 OLD COLONY AVE.
BOSTON 27, MASS.

Make more Cartridge Sales with

FRAM

**It stands to reason that Fram,
world's largest manufacturer
of automotive oil-air-fuel-
water filters, is your best bet
for more sales...more profits**

Give your customers the best. Give yourself the chance to make every sale. Standardize on Fram...there's a genuine Fram Cartridge to fit most every make and model oil filter on the market.

There's no guesswork. Fram gives you a handy Cartridge Checker wall chart that shows you at a glance what cartridge to install in most any make filter. Saves time...helps you make quick, profitable sales.

Two superior types of cartridges... the famous Fram Filcron for all Fram Oil & Motor Cleaners...the popular Fram Cel-Pak for all Fram and most other make oil filters. Both give your customers top-quality performance and clean-oil protection. Both give you a good healthy profit with repeat sales at least twice a year.

Take this tip to boost your sales

There's business to be had... profits to be made...if you go after it! Use that old time-proven, sales-tested question, "How's your oil filter?" to get you under the hood. Then make the sale by showing how "The Dipstick Tells the Story." By doing this, you'll not only sell more Fram Filters and Cartridges, but also more oil and other profitable under-hood items. So cash in...stock Fram...Sell Fram...see your Fram Jobber now! FRAM CORPORATION, Providence 16, R.I. In Canada: J. C. Adams Co., Ltd., Toronto, Ontario.

**Western Union Operator 25 lists names
of all Registered Fram Dealers. This extra
Fram service helps you get business!**



You Can't Beat This Team!

... famous Fram Oil & Motor Cleaners and Fram Replacement Cartridges. Precision engineered in modern laboratories... tested on the road... Dust Tunnel tested... proved by years of use... preferred by over 14,000,000 American motorists.



FRAM

OIL • AIR • FUEL • WATER

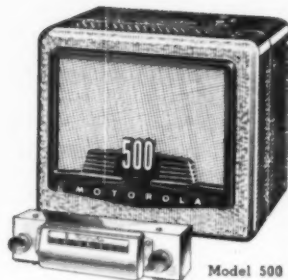
FILTERS

here are the Auto Radios
that give you *top profit*

because they Outsell all others!



Model 400



Model 500



Model 600

it pays to feature

Motorola

auto
radios

MOTOROLA INC., 4545 Augusta Blvd., Chicago 51, Ill.



Model 700



Model 800

CONTACT YOUR **Motorola** DISTRIBUTOR TODAY!

MOPAR



MOPAR is the trade mark for parts and accessories factory-engineered and inspected by Chrysler Corporation for Plymouth, Dodge, De Soto and Chrysler cars and Dodge "Job-Rated" trucks.

Chrysler Motors Parts Corporation makes MOPAR parts available to you at Plymouth, Dodge, De Soto and Chrysler dealers everywhere.

Remember the name—MOPAR. It is our way of saying, "These parts are made right . . . fit right . . . work right!"

For complete satisfaction, always install MOPAR parts and accessories in all vehicles built by Chrysler Corporation.

You can get
MOPAR parts
from dealers

FOR

PLYMOUTH • DODGE • DE SOTO • CHRYSLER
CARS • DODGE "Job-Rated" TRUCKS

... and from many garages and service stations

CHRYSLER MOTORS PARTS CORPORATION • DETROIT 31, MICH.



ONE OF 142 Quality Checks

Every single step in making top-quality safety glass is a critical one. Take for example, the point at which the pieces of glass and the sheet of plastic are assembled into a "sandwich" that will become L-O-F Hi-Test Safety Plate Glass. Think how a stray hair or a speck of dirt in the sandwich would look in the finished product! The right moisture content in the plastic is important, too.

So, as our Control No. 98, we air condition this room, rigidly control the temperature and humidity, clean all dust and dirt from the air; even have the women wear hair nets.

But this is only one of 142 Quality Checks and Controls. All of them are equally important to you and your car owner customers—because they assure:

1. Better heat stability
2. Better light stability
3. Better strength for safety
4. Better adhesion, glass to plastic

That's why L-O-F Hi-Test is the best Safety Plate Glass you can get—anywhere. Libbey-Owens-Ford Glass Company, 10115 Nicholas Building, Toledo 3, Ohio.

NO FINER GLASS THAN
LIBBEY-OWENS-FORD



"Since installing a
Lincoln Masterluber
We have increased
Our Lube Business
Considerably . . . It
Has Helped Us Sell
More Parts and
Other Services."

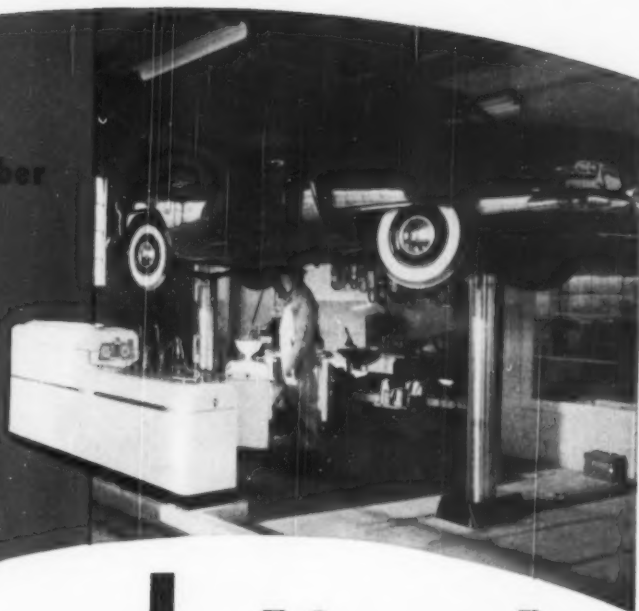
C. W. BAILEY, Sr.
BAILEY'S SERVICE STATION
Mount Lebanon, Pittsburgh, Pa.



"My son and I are proud of our new Lincoln Masterluber set-up. We like it so well that we show it to everyone who stops at our station. By showing it to all our gas customers, we have increased our lube business considerably, and, it has helped us sell more parts and other services. We bought this Masterluber because it gives us plenty of capacity for increasing lube business without buying and installing additional equipment. We are well pleased with the performance of our Lincoln equipment. It operates perfectly even on the most stubborn fittings."

C. W. Bailey, Sr.,
Bailey's Service Station

Lincoln EQUIPMENT
*is Guaranteed by Over 25
Years of Dependable Service*



Lincoln *Styl Engineered*

LUBRICATING EQUIPMENT

INSURES Dependable Performance

ASSURES Fast, Easy Operation

PROVIDES Trouble-free Service

BUILDS Customer Confidence



WRITE FOR FREE PLAN BOOK
"Styl Engineered Lubrication Departments"

LINCOLN ENGINEERING CO.
5708 Natural Bridge Ave.
St. Louis 20, Mo.

Please send me a copy of your free plan book
"Styl Engineered Lubrication Departments."

Today

NAME _____

BUSINESS NAME _____

BUSINESS ADDRESS _____

CITY _____ ZONE _____ STATE _____



Wm. J. Meighan

PRESIDENT
SPRINGFIELD AUTO SUPPLY COMPANY
211 E. WASHINGTON, SPRINGFIELD, ILLINOIS

"WHEN you offer us a premium battery, a complete line and the kind of promotion that really takes hold, who could ask for anything more?" enthuses Mr. Menghini. "Dealers, particularly, find the magazine and newspaper ad-

vertising plus the radio and television coverage is not matched by any other line in the industry. When you add the original equipment market to all this, we don't see how anyone can pass up Auto-Lite."



AUTO-LITE BATTERIES





Don't Ever Forget!

**GRIZZLY CONSUMER
ADVERTISING IS IN THERE
PITCHING FOR YOU!**

In dramatic new poster-style ads, Grizzly is selling
your services to millions of car owners via Post and Collier's! Every ad has a chuckle,
but a serious selling message too. For each ad hammers home this message:
"Have your brakes checked *regularly*, at least four times a year." Ask your Grizzly Distributor
about new promotional material that will help you make
the most of this powerful new Grizzly campaign.
Grizzly Manufacturing Company, Paulding, Ohio.



Watch Grizzly Advertising in the
Saturday Evening Post and Collier's!

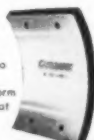


BRAKE LININGS

Famous for over 35 years for smooth,
soft-pedal, safe stops. "Synchro-Sets" for
riveting. "Safribond" for bonding.

ALUMINUM BACKED HEAVY DUTY BLOCKS

Aluminum sheets bonded to
shoe side increase block
strength and provide uniform
contact, more effective heat
dissipation and greater
holding power.



THE BEST YOU CAN SELL!



BRAKE FLUID

Meets or exceeds all SAE
standards. Chemically
stable. Anti-foam. Mod-
erate duty type for
range of 300° to -80°
Heavy duty type, 325°
to -60°.

BRAKE PARTS

Finest Materials—
precision workmanship.
Hoses, Stoplight
Switches,
Wheel and
Master Cylinder
Repair Kits.





Going by
leaps and
bounds—

It certainly
pays to
travel with
MERCURY



SOUTHERN AUTOMOTIVE JOURNAL for NOVEMBER, 1950

DELIVER 5-WAY DEPENDABILITY WITH

- 1 Mixes perfectly with all original equipment and other standard brand fluids!
- 2 Will not freeze at temperatures as low as 70°F. below zero!
- 3 Will not boil at temperatures up to 175°F. above zero!
- 4 Heavy body at high temperatures assures good sealing properties and prevents loss of hydraulic pressure!
- 5 Flare will not corrode brake parts or swell rubber cups—it's harmless to use!

See you in Booth A289—291,
Navy Pier, Chicago at the
A.S.I. Show Dec. 4th—Dec. 8th



Flare HYDRAULIC BRAKE FLUID

- Flare is available in 4-ounce, pint, quart, gallon, 5-gallon (with special handy pouring spout), and 54-gallon containers.

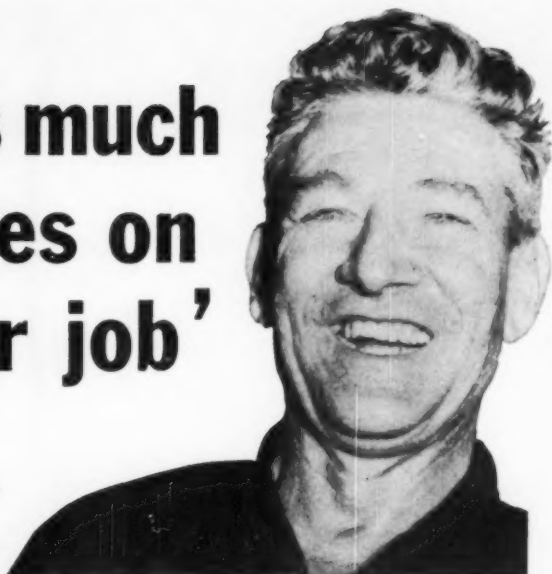
THE BELL CO., Inc.

411 North Wolcott Avenue

Chicago 22, Illinois

'Saves us as much as 30 minutes on a carburetor job'

*report the McDermotts of
College Auto Electric Service,
College Point, New York*



"How do we like the Hygrade Fingertip System? We think it's one of the best things that's come into the shop in a long time," says Bud McDermott. "Very definitely has helped us to get the jobs out of the shop faster."



"Dad and I have been repairing and rebuilding carburetors for a long time. Still, we were able to pick up short cuts from the Hygrade Manual that saved us as much as 30 minutes on a job."



\$69⁷⁵ complete!

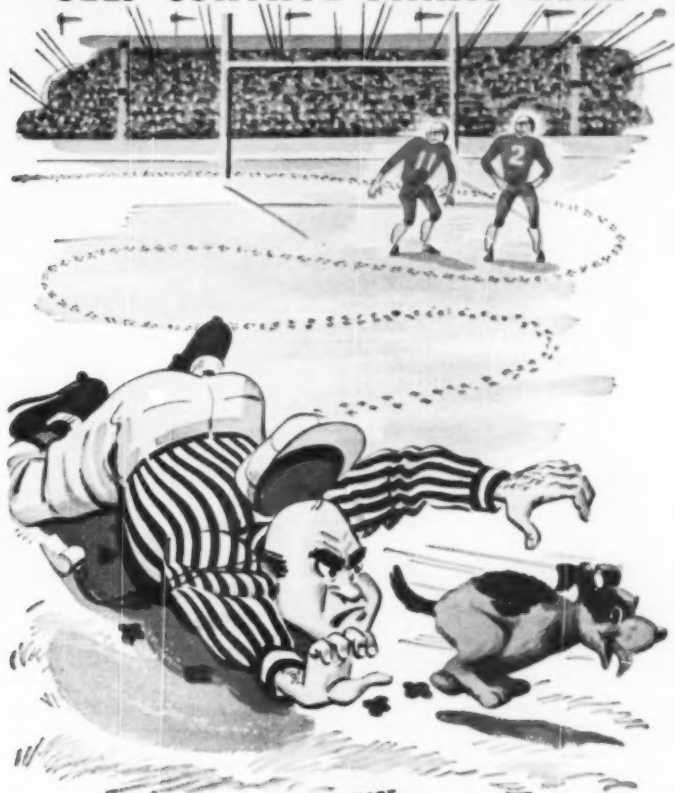
Includes the priceless Hygrade Manual, assortment of 29 kits to repair all Chevy, Plymouth, Ford carburetors; all the tools and equipment you need; cabinet; a continuing bulletin service; metal signs, outdoor banner, etc. (This outfit is worth over \$100.00.)

Would you like to know how the revolutionary Hygrade Fingertip System can make you a skilled carburetor repair man and rebuilder in *one week's time*? How you can rebuild carburetors in 25% less time, if you are already doing this type of work yourself? How you can set up your own carburetor rebuilding department for only \$69.75, complete, and get back your entire investment from the profit on 9 jobs? *Then write us today. We'll send you full information, without obligation.* HYGRADE PRODUCTS DIVISION, Standard Motor Products, Inc., 35-35 Thirty-fifth Street, L. I. C. 1, N. Y.

HYGRADE

FINGERTIP SYSTEM of
CARBURETOR REBUILDING
by the makers of Blue Streak Ignition Products

SELF-CONTROL STARTS HERE



AND TO RESTORE
ENGINE PERFORMANCE

OIL-CONTROL STARTS HERE

To Stop Oil-Pumping, Replace Worn
Engine Bearings

A frisky pup, out of control on the field during the Big Game, draws laughs as well as groans. But worn engine bearings, losing oil control, are *never* a laughing matter. They let excess oil reach combustion chambers. It burns to carbon, fouling pistons, rings, valves and spark plugs. *Performance goes up in smoke!*

Don't blame the piston rings for oil-

pumping caused by worn engine bearings. Give the rings a chance to do their own job—check for worn bearings, too! Replace in sets with Genuine Federal-Mogul Bearings, *engineered* for the job of oil control!

FEDERAL-MOGUL SERVICE

(Division of Federal-Mogul Corporation)
DETROIT 13, MICHIGAN



control oil-pumping where it starts—REPLACE WITH

FEDERAL-MOGUL



BEARINGS

"THEY NEVER MISS ...!"

by Gum



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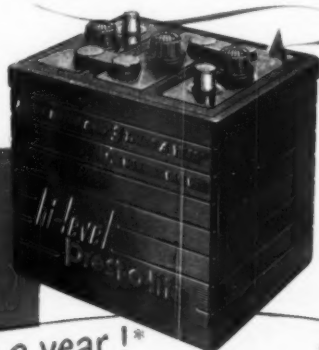
Out in the cold? Sell Prest-o-lite

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... needs water only 3 times a year!*

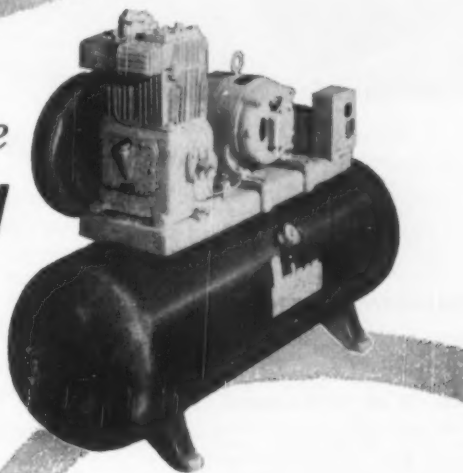
*In normal car use



*Flipping a
coin
may be okay
but...*

*check and compare
and you'll buy **Quincy**
COMPRESSORS*

Torn between brands of air compressors? Flip a coin if you wish, but we suggest you make a direct comparison. Look at the compressor for appearance... compare its features and construction... listen to it... test its efficiency. You'll find that Quincy Compressors provide the answer to your compressed air requirements. Available in sizes from 1 to 90 c.f.m. Select from 21 models. Write Dept. SA110 today for new catalog No. 200 and latest prices.



*On display at A. S. I. Show
Booth Nos. D-393-399*

The Quincy line will be displayed at the A.S.I. Show. Also see demonstrations of the sensational new Dri-R-Air tank drain.

QUINCY COMPRESSOR CO.
QUINCY, ILLINOIS

Branch Offices: New York • Philadelphia
Chicago • St. Louis • Dallas • San Francisco

Manufacturers of Air Compressors Exclusively

*All-weather protection
Graceful styling*

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*Ideal companion
equipment to sell with
the famous
Fulton Sun Shield*

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Here's your answer for that "stuffy car" trouble in rainy, sleety, snowy weather. Fulton Side Shields permit lowering windows even in a driving rain storm — let fresh air in, avoid stuffiness and fogging glass.

Easily attached, securely held by stainless steel spring clips. Weather-tight rubber seal strips. Made of aluminum — Pearl Gray Lustre finish. Can be painted to match car. List, \$7.95 per pair.

DECORATIVE, PRACTICAL!



NO. J-51 JET AERIAL BOOSTER

A snappy, quality touch of color to match the finest car. Also helps bring in those hard-to-get radio stations. Made of aluminum — 4 brilliant colors — "Jet Flash" plastic ribbons. Quickly attached to car aerial.

THIS IS SIDE SHIELD SEASON... ORDER FROM YOUR JOBBER TODAY

THE FULTON COMPANY

1912 SOUTH 82ND STREET

MILWAUKEE 14, WISCONSIN

Designers and Manufacturers of Automotive Equipment Since 1911



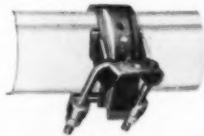
**NO. 317
STEERING
WHEEL
SPINNER**

Sparkling, jewel-like knob of clear and colored lucite. Lustrous, streamlined chrome base and bearing pin. Assorted colors. Twin band mounting.



**NO. 36 DE LUXE
TRAFFIC LIGHT FINDER**

Large size, instantly adjustable to suit any driver. Mounts securely to windshield molding. **No. 34**, smaller lens, attached to windshield by vacuum cup.



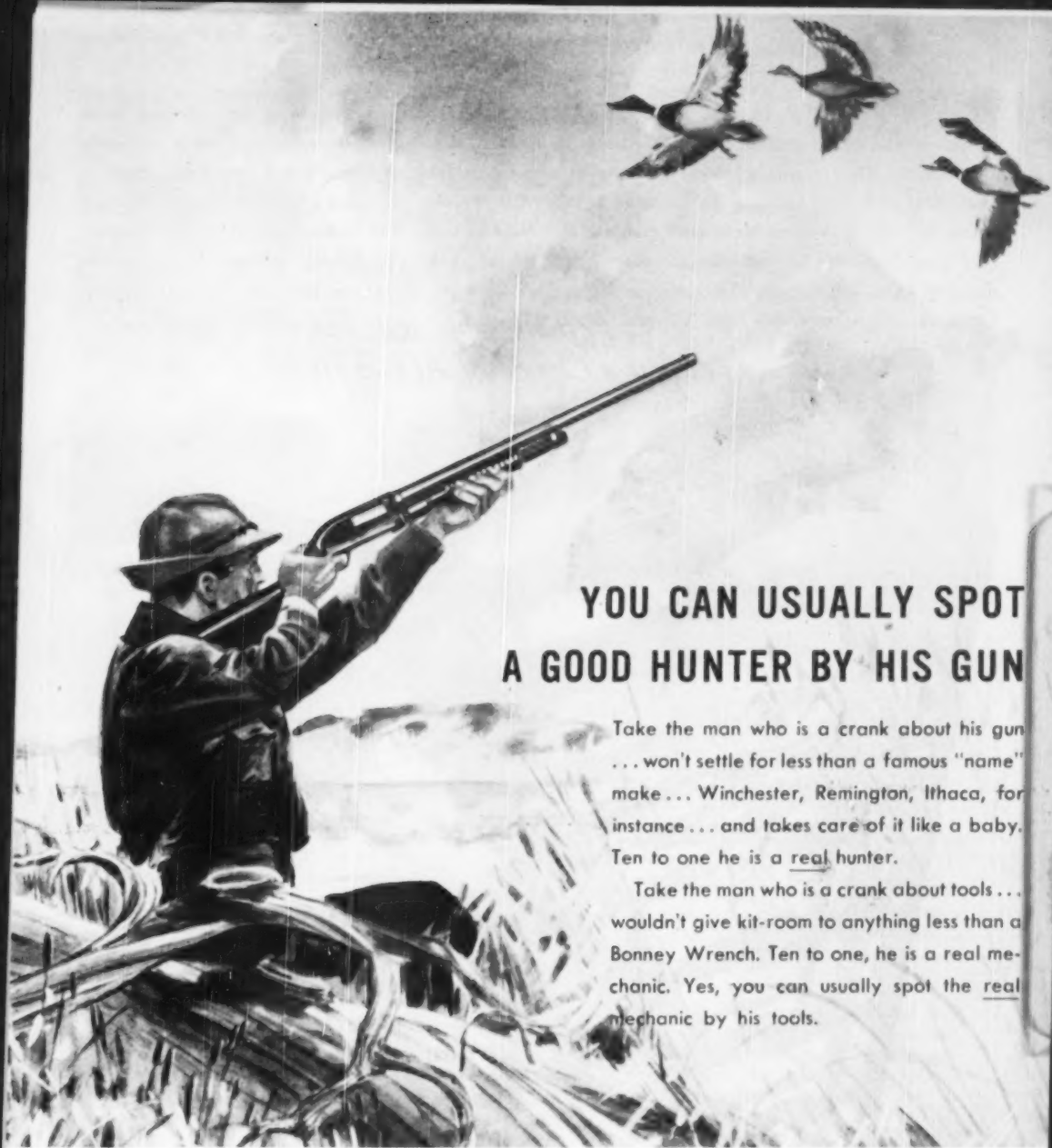
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Rugged, safe, adjustable anchor for any size load the bumper can carry. All steel. Rubber cushion protects bumper. Fits nearly all late-model cars.



**NO. 0-7
TRAILER
COUPLING**

The coupling of top preference everywhere can be bolted or welded to trailer tongue. Hand wheel with positive safety latch makes attaching easy.



YOU CAN USUALLY SPOT A GOOD HUNTER BY HIS GUN

Take the man who is a crank about his gun . . . won't settle for less than a famous "name" make . . . Winchester, Remington, Ithaca, for instance . . . and takes care of it like a baby. Ten to one he is a real hunter.

Take the man who is a crank about tools . . . wouldn't give kit-room to anything less than a Bonney Wrench. Ten to one, he is a real mechanic. Yes, you can usually spot the real mechanic by his tools.

This is one of a series of spirited sporting scenes (in full color, without advertising) available on request. Write for your free set today.

"CHEAP TOOLS ARE FOR CHUMPS", say the men who know tools and how to handle them. That is why they insist on Bonney Wrenches. "Bonney" is the word for lightness, strength, balance and precision. "Bonney" means quicker, easier, better work, with greater safety.



BONNEY FORGE & TOOL WORKS, ALLENTOWN, PENNSYLVANIA

there is no universal head gasket... there is no one best head gasket material for all engines! Copper, for instance, instance, is the best conductor of heat and is extremely malleable for efficient sealing. Steel is strong—it withstands high temperatures and pressures. Black is economical with high resistance to corrosive liquids. With Fel-Pro you have the advantage of a single source for ALL. You have the added advantage of a manufacturer that makes ALL of its own gaskets. That means you can be sure that ALL of your gaskets are uniform in quality, in materials and workmanship. You can be sure that they are ALL famous for FIT . . . famous for LONG LIFE . . . famous for CUSTOMER SATISFACTION and PROFITS . . .

that's why your FEL-PRO Jobber gives you a Choice of ALL 3 HEAD GASKETS!



BLACK

STEEL

COPPER

*Little Drip Says:
Any of the
"3"
will simply
kill me!*



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FEL-PRO

Famous For



FELT PRODUCTS MFG. CO.

1548 CARROLL AVENUE, CHICAGO 7, ILLINOIS

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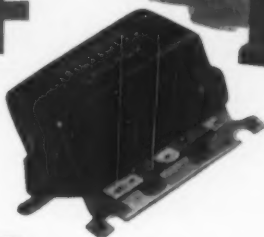
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NIEHOFF

WARRANTEED IGNITION

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- The Right Fit
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**Parts to fit
all cars and trucks**

You get immediate customer-satisfying results on ignition tune-up jobs when you replace with Niehoff Warranteed Products.

One Niehoff Service Stock covers all 3 major ignition systems. One catalog with a single code speeds up parts identification and selection.

Nationally advertised in *The Saturday Evening Post*, and backed by complete factory sales and advertising assistance to help you build more tune-up work, make more sales and larger profits.

A national network of Niehoff Jobbers is waiting to serve you. Call your Jobber today.

C. E. NIEHOFF & CO.

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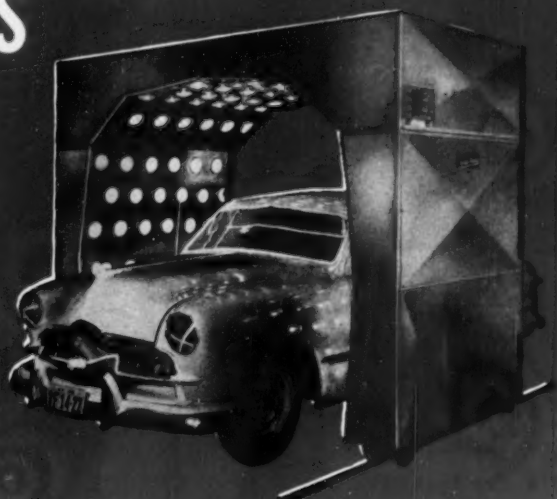


NIEHOFF

The Best in Ignition!

HOW TO GET two times as many

PAINT JOBS IN YOUR SHOP



Double your customers with this Sales Plan and Brake Shoe Equipment

Suppose you were able to offer your community a revolutionary finishing process that genuinely duplicates the finish originally applied by the car manufacturer?

Suppose your shop were set up on a real factory production-line basis, drastically cutting your job costs, boosting your job profits and permitting twice the job turnover you now have?

Suppose you spark-plugged a proven promotion program that brought in *twice* the number of body work and paint jobs you now

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Fast Talk? No. The record demonstrates that the Brake Shoe Turnover Plan is a potent new sales weapon that is achieving these goals in as little as six short months. No razzle-dazzle either, but a down-to-earth selling strategy that has proved sure-fire wherever properly used. We have the evidence. You need the business. It will pay you to investigate, *now*. Write for illustrated Sales Plan to:

THE BRAKE SHOE AUTO-BAKE DRIES CAR ENAMELS TO A FACTORY FINISH IN 30 MINUTES



BRAKE SHOE BUILDS 198 DIFFERENT MODEL SPRAY BOOTHS TO MEET YOUR SHOP REQUIREMENTS

NO OTHER SPRAY GUN PRODUCES AS SMOOTH A FINISH AS MICRO-SPRAY



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Brake Shoe

COMPANY



SPRAY GUNS AND ACCESSORIES



SPRAY PISTONS, CUTTERS



COMPRESSION



SPRAY BOOTHS



AUTO-BAKE DRYERS

SOUTHERN AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

Vol. 30 NOVEMBER, 1950 No. 11

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No. 328 Dual Exhaust Tubes

RICHLITE DOES IT AGAIN with This Sensational Smash Hit!

This new and outstanding Dual Rocket Exhaust Deflector gives all cars a smart distinctive look with a new and thrilling "exhaust tone." The Richlite Dual Rocket is sturdily built to last the life of the car. Has a universal clamp and is easily attached to all cars with two bolts and nuts furnished. Tubes are made of heavy gauge wall tubing and triple plated with copper, nickel and chrome. Beautifully packaged in attractive red box. Length 9 3/4".

See us at the A.S.I. Show — Booths C141-145

Richlite ROCKET GLO



No. 318 Complete with attaching bolt and nut.

The Richlite Rocket Glo is an amazing new type of exhaust deflector . . . NEW in its sensational twin rocket design . . . NEW in its STIMSONITE Jewels which glow in the dark.

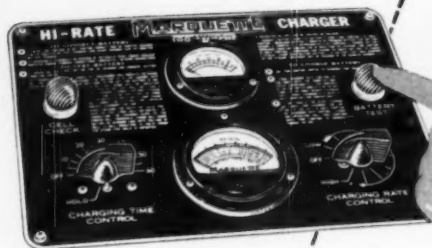
Two Stimsonite Jewels

Give an added safety factor — when parked or when tail lights fail. The Rocket Glo tube is sturdily finished with the famous Richlite Triple Plate. Universal clamp — fits all cars. Length 7", width 4 1/4".

Richlite MANUFACTURING COMPANY
1325 INDIANA AVENUE • CHICAGO 16, ILLINOIS



the 20 second test



Yep, every time you make a Marquette 20-Second Battery Test, you have a golden opportunity to sell a NEW battery. When you make an installation, here are some things to remember about removing the OLD battery:

Note carefully the location of the positive battery terminal so that the new battery can be installed in the same manner... and you avoid the danger of installing reversed.

When you remove corroded, bolted-on clamp terminals from the battery posts, don't use the cell cover as a fulcrum to pry the terminal loose. And don't hammer the terminals loose. Either way, you may break the cell covers. Use a screw-type terminal puller.

Inspect the cradle for damage that may have been caused by battery acid. Make sure the cradle and its hold-downs are mechanically strong and free from corrosion before you install the new battery. Scrub the corroded parts and cable terminals with a stiff-bristle brush, using water to which you've added household ammonia or baking soda. Don't scrape lead coating off brass clamp terminals. Corroded steel parts should be dried and painted with black acid-proof paint.

Examine cables and terminals to be sure that cables are the correct size. If the insulation is worn and the clamp terminal and its bolt eaten away, urge your customer to O.K. replacements.

Clean and tighten ground connection to the frame... and tighten switch and starter connections.

Remember... a good installation job is more than just hooking up the new battery. It PAYS to do the job right, from start to finish.

that helps sell more batteries!

Here's how quick and easy it is. JUST PUSH THE BUTTON... the accurate 20-second test shows the true condition of the battery and completely analyzes it. EXACT CHARGING TIME is shown instantly on the Battery Condition Indicator. The Individual Cell Check spots defective batteries. COMPLETELY AUTOMATIC... just set the charger—it turns off automatically.

The 20-SECOND TEST immediately tells you what charge is needed. Or if the battery IS defective, you're ready to sell a new one then and there. Get your full share of battery profits. Equip now with Marquette Battery Testers and Chargers.



Model 202
(100 amperes)

Models 201 and 203
(80 and 100 amperes)

MARQUETTE

REGISTERED U.S. PAT. OFFICE

HI-RATE BATTERY TESTERS AND CHARGERS

*Get it from
your Jobber!...*

MARQUETTE MFG. CO., INC.
307 E. Hennepin Avenue
Minneapolis 14, Minnesota

MAYBE WE NEED FEWER CONTROLS

No. 6 in a series of editorial messages

THE Defense Production Act, which was enacted by Congress and signed by the president a few weeks ago, restores or authorizes the return of most of the wartime economic controls.

In the case of essential imported materials, such as tin or natural rubber, some governmental restrictions are no doubt necessary to make certain that the available supplies are properly used and that due preference is given to the military program. But in the case of most of the materials and supplies produced in this country, there is serious question whether any new controls would be needed if some present controls were removed or modified.

There is, for instance, the Fair Labor Standards Act, better known as the wage-and-hour law, which restricts the standard work week to 40 hours and requires payment of time-and-one-half the regular rate for overtime.

Whether in normal times such restrictions are really necessary or desirable is a debatable question. But certainly there can be no room for argument over the fact that during a wartime emergency this 40-hour week puts industry in a sort of strait jacket. There is little possibility of increasing production without adding more employees (or adding an excessive labor cost in overtime payments); and since the emergency has also brought a manpower shortage, it becomes impossible to boost production enough to take care of both military and civilian requirements. This situation, in turn, makes it necessary to impose new governmental controls to prevent hoarding by civilians and to give priority to the requirements of the military program.

Further, prices tend to rise when production fails to keep up with demand. And to keep prices from "getting out of hand" during a wartime emergency, price controls then seem necessary.

In addition to governmental controls, there are controls imposed by organized labor which have resulted in lower production and higher prices.

Most familiar, perhaps, is the situation prevailing in the building trades. As is well known, the

bricklayer today is permitted to lay only about one-third as many bricks as he did some years ago. In other organized building trades, too, feather-bedding practices and excessive demands have made building costs almost prohibitive. The result is an acute housing shortage—and then, of course, government enters the housing picture.

If it were not for some of the restrictions imposed by government and by organized labor, industry's production might be expanded to take care of both military and civilian demands. In that event, there would seem to be no need for

priorities, allocations, rationing and all their accompanying controls which harass business and industry, reduce production efficiency and build up a cumbersome and costly bureaucracy.

Today, when we are confronted with the greatest military and financial crisis in the nation's history, perhaps we should think of loosening the bonds which restrict our productive effort before we forge new ones. For it was our industrial production which tipped



Too much back-seat driving

ped the scales in both world wars.

This time we face an enemy which is far stronger and better prepared than any we ever faced before—which has many great advantages in manpower, natural resources, land area, strategic location and in autocratic control over the people of many satellite nations. And at home we face an equally-serious economic threat in the form of a potentially chaotic inflation.

Facing these great, immediate dangers, can we afford the luxury of short working hours, heavy premium payment for overtime, and arbitrary limits on individual production? Can we permit our productive effort to be hampered by the concept that work is degrading, that we should do as little work as possible, that we should have ever-increasing pay for ever-decreasing output—and that, if we don't choose to work at all, government or someone should support us?

Maybe in these critical times we need fewer controls rather than more, so that, individually, we can devote our efforts to the common cause.

Sealed Power MD-50 STEEL OIL RING

The only ring with the *FULL-FLOW SPRING* . . .

insures a

FULL FLOW OF OIL

through ring, through spring,
through piston oil holes,
back to crankcase!



Best for oil control
even in
BADLY TAPERED
and
OUT-OF-ROUND BORES



SEALED POWER CORPORATION, MUSKEGON, MICHIGAN

Sealed Power Piston Rings

BEST IN NEW CARS

BEST IN OLD CARS



SPOTLIGHTING the NEWS

The picture for the new-car dealer and the garage owner is just about as mixed up and varying as the number of warts, moles, pimples, freckles or what-have-you on the particular group you happen to be asking for their separate opinions. The new credit restrictions are going to be tough on us, said the Chevrolet dealer (or perhaps the Ford dealer), but they won't hurt the dealer in higher-priced cars because his prospects have the money. The restrictions are going to be toughest on the dealer in Cadillacs, etc., said the dealer in the high-priced units, because his trade will balk against the lower figures reported in the trade-in allowance and therefore some of those buyers may swing over to a lower-priced car. Meanwhile a less-harsh credit plan was being urged.

Don't expect any kind of satisfactory answer that will stand up for very long, however. There was the case of the Buick dealer in one small southern town who complained that on the Saturday before the 15-months-to-pay restrictions were to become effective Monday, the Chevrolet dealer there brought out from wraps more than 30 new cars! The market situation there changed for the worse—definitely—for at least a week!

Garagemen may feel beneficial effects from the new regulations. Surveys have shown that the older cars are being serviced to a great degree by the independent garage operators. Now that used-car values have dropped—as much as \$300 in some areas—garagemen anticipated that volume would pick up as owners found it harder to trade for new models.

Higher-compression engines are being stymied by the defense preparations. "Boss" Kettering has repeatedly asserted that the H-C motor would come just as soon as the higher-octane fuels were available. Now at least one factory has had to back off from its previous plans to bring out an 8-to-1 engine because of the uncertain situation arising from the government's indication that lower-octane gas may be expected

as more and more high-octane fuel is needed for military aviation. But you can look for the ultra H-C engine from almost every factory by the time Uncle Sam permits the availability of the necessary fuel.

Complained the DeSoto dealer in one Florida city: "Our chief beef is that the factory has not changed its allotment of new cars to the dealers. We now operate three used-car lots, plus our building location. We employ more employees than Chrysler and Dodge dealers combined here, and yet we receive one half the number of new cars they receive (1941 basis). We have grown since 1941, yet no adjustment has been made." This complaint has been sounded for the entire post-war production period by many dealers. What these

dealers are probably wanting to know most of all right now, however, is the effect of the steel situation and other materials regulations being imposed by the federal government. Will their demand be met or will their market be lessened anyway by the credit restrictions? These are some of the thoughts expressed by dealers and garagemen over the South late last month.



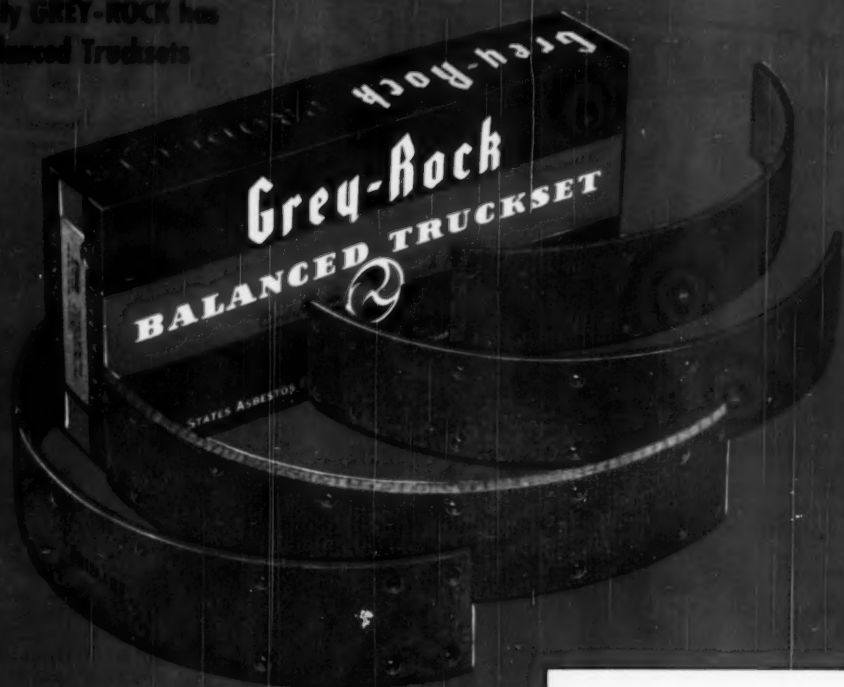
"Perhaps madam can do it without swearing?"

Production may find itself hamstrung to around 60 to 80 per cent of the record production of 1950, indus-

try leaders seem to have agreed. By the middle of last month, 6,250,000 cars and trucks had poured off the lines to set an all-time record. An additional million or two loomed likely before the New Year's firecrackers could pop.

Make him go! Is your automotive jobber going to attend the Automotive Service Industries Show at Chicago Dec. 4-8? Ask him point-blank, because he can see there a big array of new products which will be available to help you turn a lot of pretty pennies. There may be a lot of uncertainty about a lot of things in this industry, but there's not much doubt that some one is going to find it profitable—plenty profitable—to service the 43,000,000 trucks and cars rolling on this country's highways. You can roll with 'em!

Only GREY-ROCK has
Balanced Trucksets



PROFIT-POINTER on BRAKE SERVICE
for light and medium trucks

If you want to turn out a top-notch brake job every time . . . and avoid costly "come-backs" and excessive brake adjustments . . . use Grey-Rock Balanced Trucksets for *all* light and medium trucks! Your customers will notice smoother, safer brake action from the moment each job leaves your shop. You can forget about grab, dive, squeals, and other brake complaints! Your Grey-Rock jobber can supply you with Balanced Trucksets. He also has Balanced Braksets for all passenger cars.



Nationally advertised in
The Saturday Evening Post,
Country Gentleman
and *Holiday*



GREY-ROCK DIVISION of Raybestos-Manhattan, Inc., Manheim, Pa.



RAYBESTOS-MANHATTAN, INC., Manufacturers of Brake Linings • Brake Blocks • Clutch Facings
Fan Belts • Radiator Hose • Packings • Mechanical Rubber Products • Rubber Covered Equipment
Asbestos Textiles • Powdered Metal Products • Abrasive and Diamond Wheels • Bowling Balls



Only
Grey-Rock
has
Balanced Braksets

Our Safety Program Is Paying Off

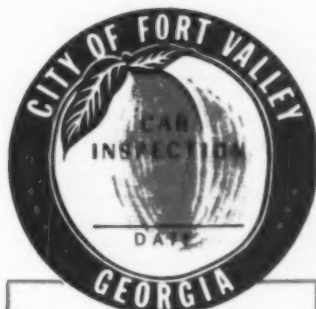
Aside from reducing the accident rate, the inspection ordinance of this Georgia town temporarily exhausted some parts supplies.

By T. A. McCORD

President, McCord Implement and Motor Co., Inc.
(Oldsmobile) and Mayor of Fort Valley, Ga.

Not an accident involving personal injury within the city limits for 12 months.

A definite reduction in accidents of all types, right on down to fender scraping.



In 948 vehicles inspected these defects were found:

Brakes	2
Headlights	9
Dimmer lights	5
Tail light	22
Brake light	154
Windshield wiper	13
Tires	2
Tie-rod ends	77
Drag link	60

A total of 261 vehicles had at least one defect.

Date Sept 6 1950

NAME John Lee ADDRESS 789 Pine St.

MAKE Ford '47 TAG NO. E 27943

The above car has been inspected this date as follows:

Brakes	<input checked="" type="checkbox"/>
Headlights	<input checked="" type="checkbox"/>
Dimmer Lights	<input checked="" type="checkbox"/>
Tail Light	<input checked="" type="checkbox"/>
Brake Light	<input checked="" type="checkbox"/>
Rear Vision Mirror	<input checked="" type="checkbox"/>
Windshield Wiper	<input checked="" type="checkbox"/>
Tires	<input checked="" type="checkbox"/>

This car has been approved except drag link, brake light
Sam S. Smith

Inspector

Issued G. J. Jones
Police Officer

This is the form used by Fort Valley for its second inspection of cars and trucks. After the owner of a rejected car had the defects corrected, the notation of the defects was struck out and the sheet marked with an "okay."

A two-thirds reduction in the number of warning tickets for mechanical defects given to our citizens by the state highway patrol.

These are three positive results of our safety program for Fort Valley—a program which has for its central feature a compulsory safety inspection for all vehicles.

There are other results of the program that don't show up so clearly in figures but are there just the same. Garage owners and service managers agree that cars in our city are in better mechanical condition than they used to be and that owners are more interested in keeping them in good condition—not only during inspection periods but for the rest of the year.

Just how did a city of around 7,000 population come to have a compulsory safety inspection? How do we handle it? What have been the results? And what have been the reactions?

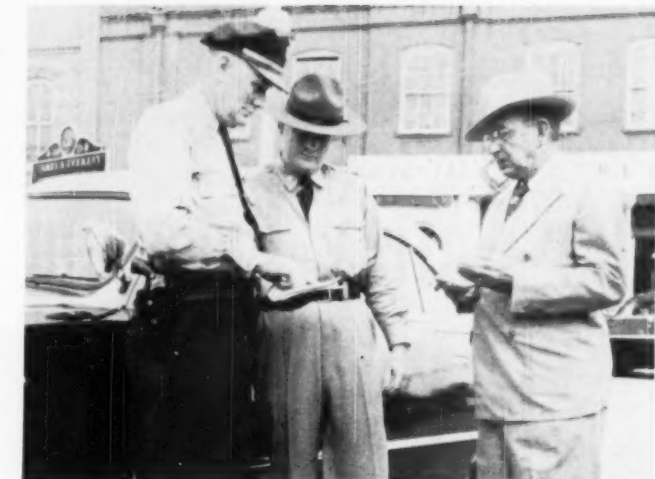
We've been asked those questions a number of times because—as far as we know—Fort Valley was the first town in this section to really get in behind such a program and see it through. So here briefly is the story, which begins back in 1949 and continues through our second inspection during last August and September:

At the suggestion of the educational department of the state highway patrol we started the program off in 1949 with a "safety week," during which the first inspection was made. Since Georgia does not have a vehicle-inspection law, the council passed an ordinance providing for compulsory inspection for the vehicles owned by our residents.

For four weeks before the inspection, notices were carried in the local paper. A car equipped with a public-address system was also used to publicize the program. There was a big safety parade.

The first inspection was made in two days by state highway patrol troopers. No fee was charged. In those two days 1,100 cars were inspected and 96 were condemned.

But those figures don't give a complete picture of the condition of the cars and trucks. At least 25 per cent of the cars were checked by local shops immediately before the inspection. And



Police Chief G. W. Cochran shows State Trooper J. M. "Red" Moore some figures on the inspection for which they, along with McCord, helped work out the many details and put the program into action.

more would have been checked if the garages and dealerships had been able to handle them. Shops and jobbers in town sold completely out of such things as brake parts and light bulbs. Some owners told the troopers who did the checking that their brakes were bad but they couldn't get parts to have them fixed before the inspection.

When we began to prepare for

our second inspection—held during the last of August and the first of September—we decided it would be better to handle things a little differently.

After investigating the cost of having the inspections made by the various garages and service departments, we decided the best plan was to hire a mechanic to do the work. The city paid the mechanic on a weekly basis and provided him with a helper to jack up the cars and speed the work. A police officer worked with him at all times. A safety lane was set up next to the city hall.

We originally planned to operate the lane for two weeks but we found we had to keep it open three weeks instead.

This time about 15 per cent of the cars were repaired prior to the inspection. Rejections were about ten per cent. A breakdown on the faults found during this second inspection is shown with this article.

A fee of 50 cents was charged for the inspection. For cars not brought in during the scheduled period, the fee is \$1. New cars can be certified by the service manager of the dealership when they are delivered to the customer. The fee for them is 50 cents.

Decals are attached to the windshield of cars that are passed. Owners of cars that are rejected are given a week to have

(Continued on page 108)

Mayor McCord points out the inspection sticker on his own car—a sticker that has become the symbol for greater traffic safety and better car maintenance in a Georgia city of about 7,000 people.



A Reader Survey

Shop Profit Down, Flat Rate Going Up

	\$2.25	\$2.50	\$2.75	\$3.00	\$3.25	\$3.50	\$3.75	\$4.00
2.38	13.75	15.13	16.50	17.88	19.25	20.63	22.00	
2.60	14.00	15.40	16.80	18.20	19.60	21.00	22.40	
2.82	14.25	15.65	17.10	18.53	19.95	21.38	22.80	
3.05			17.40	18.85	20.30	21.75	23.20	
3.28				19.18				
3.50	15.00	16.50	18.00			22.50		
3.73	15.25	16.78	18.30		21.35	22.88	24.40	
3.96	15.50	17.05	18.60	20.15	21.70	23.25	24.80	
4.18	15.75	17.33	18.90	20.48	22.05	23.63	25.20	
4.41	16.00	17.60	19.20	20.80	22.40	24.00	25.60	
4.64	16.25	17.88	19.50	21.13	22.75	24.38	26.00	
4.87	16.50	18.15	19.80	21.45	23.10	24.75	26.40	

SHOP net profit tending to be slightly down and flat-rate scale tending to rise slightly sums up the general picture reported by southern dealers and garage owners in answer to a survey among 700 firms by SOUTHERN AUTOMOTIVE JOURNAL last month. But with a few exceptions, the over-all situation was fairly stable and changes were within a narrow range.

Comparing the net profit from the service department in September, 1950, with profit for September, 1949, about 51 per cent of those answering the survey reported that profit was down from a year ago. Twenty-eight per cent reported shop net profit up in September and 21 per cent said profit for the two months was the same. Well over half of the firms said September shop profit was within ten per cent of last September's figure, however, and except for a few scattered cases, increases and decreases were not more than 25 per cent.

Shop net profit through September, 1950, compared with the first nine months of 1949 was up for 38 per cent of the garages and dealerships, down for 42 per cent and the same for 20 per cent. Again, few companies reported a change of more than 25 per cent in either direction.

One Tennessee dealer, who reported a 60 per cent increase, commented:

"Net profit on service volume was a little less than two per cent in both '49 and '50. Therefore, as you can see, 60 per cent of two per cent isn't much."

A South Carolina garage owner reported:

"Gross sales are up approximately four per cent, but profit

is not there due to taxes and increased overhead."

About 30 per cent of the firms replying reported an increase in their flat-rate scale since January 1, 1950. More than half of these increases went into effect before July 1.

About a third are considering raising the scale. Some increases were scheduled to go into effect within 30 days, while other firms answered "uncertain" when queried about the probable time of the proposed increase.

"Country town" was the terse comment of one dealer who said he was not planning an increase.

The scale most frequently reported was \$2.50 and the increase most frequently mentioned was from \$2.50 to \$3.

Here Are the Answers

Some typical answers from the Southeast and Southwest include:

Dick Price, Dick Price Motor Co. (De Soto-Plymouth), Dallas, Texas—Shop net profit for September was down one per cent from September, 1949, and for the year is down 1.2 per cent from same period last year. Flat-rate scale of \$3 was adopted in July, 1948. No change contemplated.

B. L. Onderdonk, Onderdonk Motors (Dodge-Plymouth), Citronelle, Ala.—Net profit from service down ten per cent for September, up five per cent for year. Scale of \$2.50 was adopted in 1949. No change contemplated.

Betty Crawford, bookkeeper, Hampton Motors, Inc., (Dodge-Plymouth), Columbia, S. C.—Shop net profit the same for September and for year. Considering flat-rate increase to \$3 from \$2.50, adopted in 1942.

E. T. Marks, Forsyth Garage,

Jacksonville, Fla.—Net profit down ten per cent for September, down 15 per cent for year. Considering increase from \$2.75 scale adopted in 1945.

S. H. Vurannen, Benning Motors (Studebaker), Washington, D. C.—Net profit from service up 41 per cent for year, 37 per cent for September. Scale of \$3.50 adopted in 1949. No change contemplated.

White Motor Sales Co. (Chrysler-Plymouth), Athens, Ala.—Shop profit for September was up, for year is same. Rate of \$2.50 was adopted in 1946. No change contemplated.

William B. Shallcross, Shallcross Chevrolet, Middletown, Del.—Year's profit from shop is down eight per cent, for September was up two per cent. No change contemplated from \$2.25 rate adopted in August.

W. F. Duncan, Palmyra Motor Co., Inc. (Chevrolet), Palmyra, Va.—Shop profit for year down 33 per cent, September profit down 11 per cent. Rate of \$2.50 was adopted in July, 1950.

Ralph Chance, Chance's Garage, Bowling Green, Va.—September net profit down 30 per cent, year's profit down 25 per cent. No change contemplated from \$2 rate adopted in 1945.

Paul Coffey, Lion Service Station, Decatur, Ala.—Profit same for year and for September. Rate of \$2.50 adopted in 1947. No change contemplated.

William Catlin, William Catlin & Sons (Studebaker), Jacksonville, Fla.—Profit from service down seven per cent for September, up four per cent for year. No change contemplated from \$2.75 rate adopted in 1945.

(Continued on page 126)

A veteran service manager who struggled through the labor shortage of World War II pictures a silver lining.

Don't Let 'Manpower' Get You Down!

WHAT are you going to do about the manpower shortage?

How has the draft affected your shop?

Have you lost any key men?

Do you have a training program?

These are questions asked by every factory representative who visits our shop. Many business executives whose cars we service ask similar questions.

All seem to be worried as to whether or not there will be sufficient skilled manpower remaining in the shop to keep the community on wheels.

The calling of manpower to military service and to armament plants will affect all of us eventually. Some of us have already lost some highly-skilled men. There has been considerable turnover and pirating since the emer-

gency, and it is likely to increase. We do not, however, think the dealer of today will be faced with the great number of skilled men resigning to seek other jobs as he experienced during the last emergency.

The dealer was more responsible than anyone else for that condition. Very little or practically no thought was given to working conditions of the men in the shop. Poor lighting, heating and, in some instances, unsanitary conditions of the shop prompted the men to grasp the first opportunity to change jobs.

These conditions no longer exist with most dealers. Modernized service departments with better working conditions will go a long way toward keeping employees who are exempt from military service on the job.

We are, however, faced with the problem of losing some of our younger men, and unless we make plans in advance to replace them, we will find ourselves unable to operate efficiently.

There are several sources of replacements, but these replacements will have to be trained, not only in how to perform the job but also in the company's policy. All of this will require time.

There are numerous jobs in the shop that women can be trained to perform just as efficiently as men. We recall an automotive shop in operation during World War II that had quite a number of women employed—one who operated a crankshaft grinder. Her record for accuracy, production and efficiency was unequalled by any of the male operators.

The physically-handicapped offer another excellent source of replacements. These people are anxious for an opportunity and when

Manpower Waiting!

In Georgia

Here are a few of the handicapped workers in the Atlanta area seeking work through the Vocational Rehabilitation Department in a recent month:

Automobile mechanic	4
Automobile mechanic helper	3
Truck mechanic	2
Porter	3
Welder, arc	5
Painter, spray	3
Bookkeeper	4
Clerk-typist	4

In Texas

Placements of vocationally rehabilitated persons in Texas listed in a recent bulletin included these:

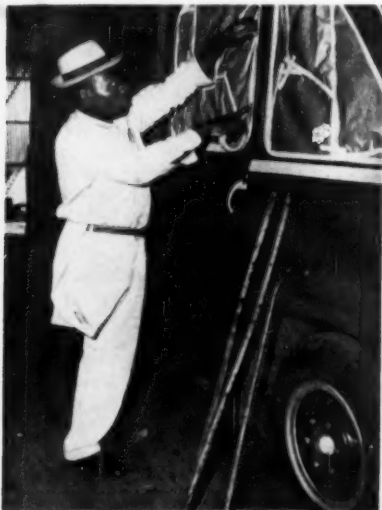
Automobile mechanic	36
Automobile mechanic helper	6
Automobile body repair	4
Machinist	5
Porter	29
Janitor	16
Bookkeeper	82
Stenographer	25
Shipping clerk	4
Parts clerk	3

trained will make excellent, dependable employees. Proof of that is in the history of the person shown in the picture. Although he is greatly handicapped, he has been employed by the same firm for the past five years. He is highly skilled in all phases of automobile repainting. His production is always at the top, he is thoroughly dependable and is well liked by all of his fellow workers and foreman.

We know of another man who was so badly crippled by polio that he could hardly walk, yet he became a very highly skilled body and fender mechanic, and worked at the trade for many years. His work was always of first quality, and his earnings were always in the top bracket.

We believe that instead of getting greatly alarmed about manpower shortage, we should immediately develop a training program and thus assure ourselves of skilled employees from both of these sources.

"One of our most productive men," said the employer of this man.





The Dealers' Future? Better Be Flexible!

My sales force may be too large, but here are a few things we're expecting to make it a good investment.

WHILE we can not, with any degree of accuracy, forecast the future, we can focus our attention upon the various facets and arrive at some logical conclusions.

The rumor-runners have stopped coming in, panting with reports of shortages. Prices on late-model used cars are seldom marked \$50 above the pre-Korean War prices.

Naturally many motorists, like many dealers, got panicky at the onset of the present international situation. With an early-model '50 or a late '49 under them, they rushed to get a late '50 fresh off the display floor. While this put more and better cars on our used-car lot than at any one time previously, the immediate cash return from them is all there was to that.

There is bound to be a reaction.

We feel sure that many of those who ordinarily would have waited until the 1951's came out—but didn't—are not going to rush to buy a '51 now. If they buy, they will have to be sold.

In 1950 then, many of our '51 customers eliminated themselves. Added to that, many of our potential '51 buyers will be serving in the armed forces. Increased taxes are another factor.

Let's turn to the service end of the operation.

Our service department was never better. We are in a comparatively new building, modern and efficient. When we moved into it in October, 1946, we were confident we were prepared to take

By **DAN STANLEY**
Dan Stanley Motors, Inc. (Ford)
Joplin, Mo.

care of our expansion for many years to come. In four years we have outgrown it!

At that time our service-department graph resembled the path of a bouncing ball. We had just acquired the services of Pat Robinson as our service manager. His complaint was that studying our old service graphs made him dizzy. In 1946 he began to iron out our service problem. We leveled off by beginning to court customers, rather than depending on specials and promotions.

Our idea was to start with what we had and march forward—with each month showing an increase of customer labor over the last, if

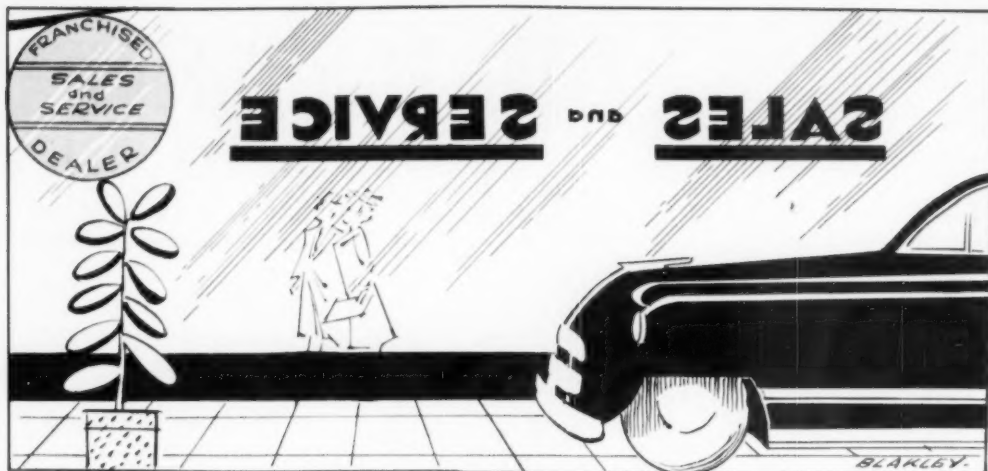
it were no more than \$100. Many months since have shown as much as \$300 increase. This showed that we were holding what we had previously acquired while we were getting new customers. Incidentally, our Mr. Robinson has been promoted to general sales manager. Our service department continues to march forward. On this phase of the operation, we have no worry.

Sales, we feel, will become our major problem. We are without a backlog of orders. We refused to build up a backlog. We went through that routine once. We do not believe in repeating our mistakes.

Never once have we thought of reducing our sales force. When we need salesmen, we are not going to be caught without an experience.

(Continued on page 110)





THE caption for this discussion appears above in reverse and the point of the discussion is that the caption, the slogan it represents and the thinking behind it have been in reverse for a great many years.

In all the color combinations available, in all sizes and styles of lettering, you find it all along the highways, attached to business establishments in the smallest hamlets and the biggest cities, sometimes shouting boldly, often whispering faintly — "Sales and Service."

It is used by a great many retail establishments dealing in a wide range of manufactured articles, but it is an old favorite of the new-car trade, so few readers, if any, experienced any difficulty whatsoever in recognizing the caption for what it was, even in reverse.

They have looked at it from in front and they have seen it from behind, from the inside of show windows, for so many years that, for them, it has lost all its impact. And what the trade doesn't seem to realize is that this overworked and hackneyed slogan has lost all its impact on a service-buying public, too.

Apparently, this unexciting combination of three words has been accepted on an until-death-do-us-part basis. But there are occasional exceptions, and the reactions of one southern car dealer will be used for illustration. He attended a factory sales meeting and listened, he related, to the

By Baron Creager
Southwestern Editor

same stuff he had been listening to for 20 years.

"But what got me," he continued, "was the signs they brought out at the end of the meeting and asked how many we wanted to put up on highways. They were the same old signs. Space for our firm name, the car's name and then, you can guess what, 'Sales and Service.'"

"I got up and shot off my mouth for about an hour and made everybody good and sore, I suppose. But I told them there are so many of these signs, all of them so much alike except for car name and dealer name, that few, if any, drivers on the highway pay any attention. Only those in trouble and, if they drive our car, we'd probably get the business anyhow. 'Why, oh why,' he concluded, 'can't they give us some signs people will remember?'"

Well, he has a point there. But this dealer, who has been a dealer for 20 years, loses sight of his own responsibility.

Factories are at fault, no doubt, for encouraging use of such stereotyped signs, all of which might as well come from the same master print created — how many years ago? Besides being overworked and hackneyed the signs are outmoded and should be rearranged to give emphasis to service before sales. For progressive-thinking dealers recognize that service now

comes before the sale. And they do something about it.

But factories are restricted, because all dealers do not have the same concept of service, the same investment in tools and equipment, the same amount of talent in the shop. Factories might do well to scrap their signs and require each dealer to publicize his service in accordance with his capacity.

That's what the disgruntled dealer mentioned could do. If he doesn't like the factory signs, and hasn't liked them for 20 years, why hasn't he done something about it? No factory would object to a dealer becoming both aggressive and successful through a service department that, in his community, extends the life of the manufacturer's car and stimulates demand for that car.

Another southern dealer, after less than two years in his own business, following 27 years with a factory organization in which he eventually became a key man, now reports a substantial number of repeat sales because of a policy that puts service before sales.

When he opened his doors this dealer outlined his policy in these words:

"We do not feel that in the foreseeable future there will be a substitute for personal transportation. We expect to provide maintenance facilities that will produce repeat sales, for, contrary to the outmoded theory that service follows the sale, service actually precedes the sale. We're going to ser-

vice so we can sell."

He loaded his establishment with lots of the finest equipment for service, but instead of remaining mute about his facilities he uses direct mail, newspapers and billboards to constantly shout for attention to the fact that in his dealership, service comes before the sale.

Yet there is one touch of irony. His name appears on some of the old, reliable "Sales and Service" signs which are used only in a minor capacity in his program. He concedes that he, like other dealers, has been waiting for someone to coin a better phrase.

Perhaps the easiest solution would be to simply reverse the slogan and make it read, "Service and Sales." Nothing very brilliant about that, it is true, but it puts service before sales where it belongs, at least in the light of developments over the past decade.

One of these developments was World War II, which taught dealers, many of them reluctant to

Putting "Service" ahead of "Sales" lifted the sales for one dealership. What's your policy?

learn, that the service department could be one of their most lucrative sources. A great many dealers were surprised with the discovery, which they made under the compulsion of circumstances.

The same development gave the driving public a liberal education in maintenance. For the first time in the mass production era of personal transportation, car owners discovered, and agreeably so, that the old bus could be made to give satisfaction beyond its life expectancy. And the public's education penetrated pretty deep, too. Whether or not the automotive repair trade knows it, service, good and bad, is one of the prime topics of conversation among own-

ers, across the lunch table, on street corners and in social gatherings.

Merits of a highly-publicized and popular new-car model may dominate at the outset. But in any such group there are always those who must keep the old car going until they acquire the model of choice. And the loudest talker is always the one who just paid out \$85 for service and doesn't believe he got his money's worth.

Then, lest they be overlooked, there is that vast army of independent maintenance establishments—independent repair shops—with most of them doing very well. They are specialists. Their mission is service and they compete for the business so successfully that they constitute a great market for replacement parts, not to mention shop equipment.

Only at one point does the sale of a new car have any effect on the business of an independent. That is when a regular customer buys a new model. The independent knows that customer is then lost for 90 days, more or less. But the independent also knows which of his regular customers will be back after expiration of the new-car warranty.

It also seems that the slogan, "Sales and Service," should be reversed on the proportion of customer contacts with the sales and service departments, if for no other reason.

The new-car customer makes contact with the sales department for one transaction. Assuming he can get a new car every two years, if he uses that car consistently, he is a service-department prospect perhaps once a month, with 24 possible shop contacts in two years, compared with one contact over the same period with the sales department.

To illustrate the power of service to produce sales, consider a television dealer in a southern metropolis. He launched himself boldly, and some thought foolishly, considering his investment, into this highly-competitive sales

(Continued on page 136)

This dealership reversed the old maxim.

DORAN CHEVROLET, INC.
2222 MAIN STREET
DALLAS, TEXAS

October 5, 1950

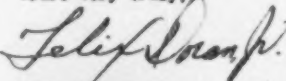
Mr. J. S. Watson
5963 Lewis Street
Dallas, Texas

Dear Mr. Watson:

In June 1949, we opened what has since been called America's most complete Servicenter, thoroughly equipped to afford Chevrolet owners of our community service facilities such as had theretofore not been available. These facilities were provided in the belief that retail sales of cars and trucks are to a considerable degree affected by the type of service the dealer gives the customer on his present equipment.

In other words, we completely reversed the old maxim "after the sale -- we serve" to read "superior service for today's owners will provide the retail sales of tomorrow."

Yours very truly,



Felix Doran, Jr.
President

FDj:rh



The Jobber's Catalog Problem

By MARTIN G. SILLIMAN

President, Orlando Consolidated Co., Orlando, Florida

THE automotive jobber's salesman has many problems—one of the most burdensome being the king-sized catalog he has to drag around while doing his daily chores. And, of course, any problem which affects the salesman's operations is of vital concern to his employer, the jobber.

This catalog, even from its earliest days, has been notorious, conspicuous, and hated for its size. But it seems that through the years it has steadily grown fatter, surfeiting itself on an increasingly heavy diet of manufacturers' catalog sheets, until the gargantuan result compressed between two covers makes the heavy straps seem much too frail to carry the load.

Our good friends and fellow sufferers, the wholesale hardware salesmen, have long been accustomed to these loose-leaf box cars with handles. And it would seem from the size of our automotive catalogs that we have been trying to prove that we could assemble as many good strong right arms as they, or that our factual knowledge of our line, judging from the printed information about it that we carry around, is certainly equal to, if not much more extensive than, theirs.

The catalog problem became so aggravated with the hardware people that they got busy some three years ago and tried to do something about it. The Southern Wholesale Hardware Association prepared a plan of standardization of sizes, both of pages and cuts, and also suggested a type of layout for descriptive material. In fact, they went into considerable detail to acquaint the manufacturers with the type of catalog

material best suited to their needs, setting forth their findings in a very complete folder on the subject.

They endeavored to show their manufacturing connections that a general-line hardware catalog could be considerably reduced in size without sacrificing any necessary selling information, and I understand that they proved their point. I am told that many of the manufacturers supplying the hardware trade now furnish catalog sheets, descriptions and cuts that conform with the suggestions contained in the association's brochure.

While the catalog problem of the automotive jobber is not exactly the same as that of the hardware man, it is nevertheless similar in many respects. However, its solution is a much more complicated task. For, while automotive lines of tools, shop equipment and sundries are much the same as the hardware wholesaler's

lines, we have, in addition, replacement parts, the selling of which requires voluminous detailed specifications showing car applications.

Sizes of pages and punchings have been pretty well standardized by the manufacturers selling to the wholesale automotive trade. But unlike the big hardware houses, many of which publish their own catalogs, most automotive jobbers make up their catalogs by assembling sheets printed and furnished by the various suppliers. These are grouped in a binder with the manufacturers' sheets applying to them, in the case of major lines, or simply inserting typewritten price information where the line is a minor one.

Whenever you see a lop-sided hombre coming down your main street or staggering along automobile row with a 60-degree pitch to his right shoulder and the fingers of his right hand touching the sidewalk, don't take snap judgment or pass a hasty opinion as to what caused his condition.

You may think that he has walked the floor too many nights with Junior on his shoulder; or that he is a war casualty, having had his arm inadvertently sprayed with CO₂ while cooling beer with the aid of a fire extinguisher and a G.I. can. But, chances are, you may all be wrong, as the gentleman (and I use the word advisedly) may be only an automotive jobber's salesman who got that way from serving a long sentence at hard labor toting a ton of catalog in and out of his customer's places of business. And, while the evidence isn't visible, he may also have a chronic back-

Mr. Silliman



ache from hoisting the same collection of automotive literature to the upper level of many counters without the aid of a chain hoist.

The jobber's man figures that his crosses are heavy and numerous, what with collections, competition, car expense, customer cussedness, etc. But of all these, and many more, that he could mention, he rates the aforesaid pregnant pile of paper as his worst one; this is the cause of his decided list to starboard and his bad disposition.

He sometimes resents the size and weight of his catalog to a point where instead of looking at it as the real big piece of artillery in his sales arsenal, he views it as a necessary evil not to be taken in on every call, but rather to be left comfortably ensconced on the rear seat of his car and dragged out only when a request for technical data or specifications is made by his customer.

Conversation has been going on and written words set down about reducing the size of automotive catalogs for years, but it seems that Mark Twain's remark about the weather is very apropos in this instance, as nobody has done anything much about it.

Our catalogs are just as large now as they ever were. I know, because I happen to have a cute little one that is all my very own.



"Can you get more details on Rosalind Russell or Esther Williams from a paragraph in *The Reader's Digest* or a nice spread in *Life* magazine with plenty of pictures and not much printing?"

It weighs in at a neat 40 pounds, car-side, and has boiled over into two supplemental binders that I can't seem to get along without.

Sure, I've heard about the new-fangled quickie catalogs of various types, and I suppose they are

all right. But, brother, I'm asking you, can you get more detailed information on Rosalind Russell or Esther Williams from a paragraph in *The Reader's Digest* or from a nice spread in *Life* with plenty of pictures and not much printing?

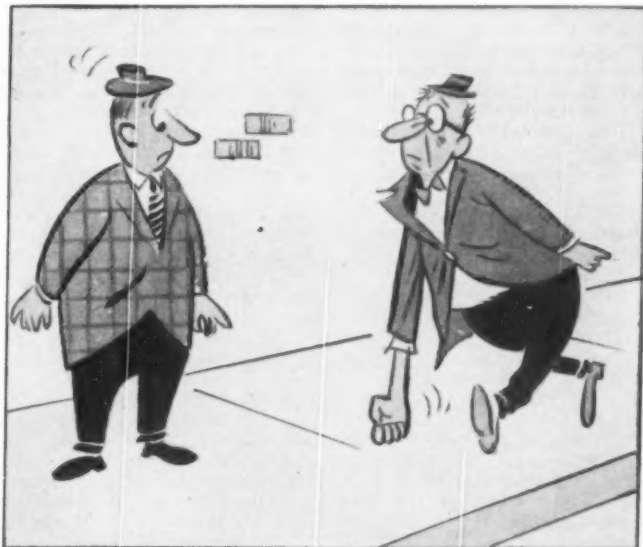
A well-written and illustrated catalog sheet is still one of the best ways to attract a buyer's attention and arouse his interest.

We have already admitted that a great many lines of merchandise, particularly those requiring long lists of car specifications, do not lend themselves readily to curtailment of catalog sheets. But I sometimes wonder just who the guy was who told the manufacturers that their descriptive information and specifications had to be printed on something resembling wall-board or sheet packing.

Some of them seem to have a slogan that must read: "The Thicker and Slicker They Are, the More Parts We'll Sell for the Car."

Also, some of our good suppliers seem to think that the same material that is suitable for a mailing piece or a trade-paper advertisement is also okay for a catalog sheet. It just doesn't work out that way; for while it is important to set down as much product information as possible, it is

"Don't take snap judgment or pass hasty opinions as to what caused his condition."





"Take time out and arrange with your jobber's man to go through it from 'kivver to kivver.'"

also necessary to set it down in brief, simple and concise form.

The solution which some manufacturers have arrived at is the printing of two and sometimes three different books or sets of sheets: one completely unabridged for the jobber's buyer and his counter catalogs, a slightly-abridged version for the outside salesman and a small-size booklet for distribution to the dealer trade. This is fine, but it is certainly expensive, as any manufacturer can testify if he is doing this. True, it shrinks Mama Catalog's waistline, but only as a result of an expensive diet of paper, printer's ink and labor.

Some manufacturers have hit upon the expedient of using thin paper such as bible paper (and no cracks about how do I know what bible paper is). They have thus been able to retain all the information and data pertinent to their line and still save binder space, though in some cases they have partially defeated their purpose by using index divisional sheets printed on heavy cardboard stock and thus have lost some of the space gained.

It seems that the use of thin paper for insert sheets is perhaps the best way to bring about a victory in the battle of the catalog bulge. But here you have a prob-

lem of getting paper thin enough to be a space saver and yet tough enough to stand a good moist-thumb massage several times a day, with an occasional treatment of oil, grease, or just plain dirt thrown in.

I am not going to tell you what the weight or rag content of this paper should be, for, frankly, I don't know. However, I do know that we sell several lines the information on which is printed on thin catalog sheets, and with reasonable care they stand up as well as those that are as thick as battery separators.

Most general-line automotive salesmen have long since abandoned all hope of ever seeing the happy day when they will be able to catalog all their lines in one reasonably-sized binder. It's sorta like waiting for another Republican president.

That is why so many of the outside salesmen today have two binders, one of them containing their replacement parts lines, shop sundries and supplies, and the other shop equipment only. Of course, you always have the first one with you when your prospect asks a question about a piece of equipment, and then you have to go out to your car and get the other one. So even though your sacroiliac rebels and your shoulder

pops out of place in anticipation, it's really best to drag both of them in to start with.

Of course, all this catalog talk applies to general-line automotive houses that carry a complete line and is not a problem of the small specialty jobbing house.

The revision and care of a catalog in this day of rapidly-changing prices is quite a task in itself. The salesman who neglects it and

A veteran jobber covers an age-old problem

thinks he knows all the answers is likely to make some mistakes that will cost him and his house money and perhaps bring about misunderstanding with a customer as well.

I wonder how many jobbers' men appreciate their catalogs, be they obese or anemic. It seems to me that we are back again in an era of catalog selling, and unless our global picture becomes more threatening and we revert to another maelstrom of scarcities, controls and price advances, we will have it with us for some time to come. It therefore behooves the salesman to study and familiarize himself with his catalog and keep it up to date.

The big mail-order houses have no outside salesmen. Their only appeal to and contact with the prospect is through the illustrations and descriptions in their catalogs, and if you will read and analyze one of their sales stories you will readily see the sales psychology contained in them. They have to catch the prospect's interest and create his desire with only a printed page—no personal contact, no oral presentation. Their material HAS to be good, and the proof of just HOW good it is can well be measured by the phenomenal total of mail-order house sales.

The jobber's salesman has not only the same piece of sales ordinance as the mail-order house; he has all that plus the powerful ammunition of personal contact and an opportunity to discuss the merits of his merchandise with the prospect face to face. The detail that proves to be the clincher in a sale may be a visual one on

(Continued on page 138)

Fred Haller's Got a JOB!

An outstanding southerner tells what he forecasts for the future, based on 31,000 miles of observation this year.



President Haller looks into the future.

"I'M VERY optimistic about the automobile business," declared Fred L. Haller, president of the National Automobile Dealers Association, who has just rolled up 31,000 miles over the country witnessing at first-hand the national picture for new-car and new-truck dealers. "I believe business will be pretty good in 1951."

Haller probably knows.

President of the District Motor Co. (Hudson) in Washington and for 30 years an automobile retailer with a long record of activity and responsibility in the association's affairs, Haller added with conviction, "There are 18,000,000 prewar model cars on the highway that will need replacement in 1951. There's no doubt that a substantial market for new cars still exists. But reports from prac-

tically all parts of the country now indicate to me, at least, that dealers had better start rereading sales manuals. Because it is going to take old-time selling methods and hard-hitting tactics to get that market. It's not going to walk into the showrooms unsolicited."

Flying from New England to Florida, from the Gulf Coast to the West Coast and on to the Great Northwest in the past year to attend over 400 major state and local dealer conventions, Haller brought the association's 35,000 members reports of the services of NADA's public affairs and industry relations committees with regard to legislation in their interest and the outlook for the industry in connection with the international situation.

"I am very happy to have had

the privilege of serving the dealers of this country not only from Washington but to meet them at the various state conventions to discuss our mutual problems together," said Haller, whose term of office expires in January.

Haller brought to his administrative duties as president years of experience in business and civic affairs. He served as president of the Washington Automobile Dealers Association in 1932-33 and is still its secretary. He was first vice-president of NADA in 1949 and held the important office of chairman of NADA's industry relations committee for one year. At present he is serving as vice-chairman of the District of Columbia's Traffic Advisory Committee and vice-chairman of the District of Columbia's Inter-Industry Highway Safety Committee.

Born in Washington, Haller was educated in the public grammar and high schools of the District of Columbia. In World War I he served as a motor transport officer, building ambulance bodies on new-truck chassis. Upon his discharge he entered the automobile business.

The District Motor Co., of which he is principal owner, employs 27 people and has been in operation over 20 years.

Haller and his wife live in the Westchester Apartments in Washington, where they have their friends in for an evening of bridge when Haller is not off to Biloxi, Phoenix or Salt Lake City on a

(Continued on page 110)

Here's a view of Haller's dealership, District Motor Co. at Washington, D. C. which he has been operating for more than 20 years.





1951 Lincoln Adds Horsepower

REFINEMENTS in the V-8 engine that increase horsepower and give quieter operation highlight the mechanical changes in the 1951 Lincoln and Lincoln Cosmopolitan.

Horsepower for both lines has been increased from 152 to 154. Better balance of the complete engine assembly has been achieved by a mass balancing machine during manufacture, giving smoother operation, company engineers said.

Close control of bearing fits—both main and connecting-rod bearings—has reduced the engine-noise level. An alloy-iron engine block is used on both lines, increasing resistance to wear and cracking.

The V-8 engine has a displacement of 336.7 cubic inches and a compression ratio of seven to one. Hydra-Matic transmission is available on all 1951 models at extra cost.

Brakes are of the duo-servo type. Front springs are individual coils and rear springs are longitudinal semi-elliptical type for greater comfort. Hotchkiss drive and hypoid rear axle are other mechanical features of the line.

Styling changes have been made in both the interior and exterior. A redesigned roof panel for the Lincoln accommodates a rear window that is 29 per cent larger than on previous models. The entire window, containing

more than 1,000 square inches of curved glass, is framed in heavy chrome moulding on the 1951 models.

Rear bumpers sweep around the fender to give added protection. A redesigned tail-light assembly, including stop and directional signals, is mounted on the fenders over a chrome strip and is protected by a heavy chrome bezel.

Front bumper and grille have been restyled and head lamps have been set nearer the outside edge of the fenders. Side mouldings extend the entire length of the car to emphasize its lines.

Interior changes include new trim schemes, hardware, package tray, non-glare rear-view mirror and redesigned steering-wheel installation.

There are separate left- and right-hand controls for the ventilating system for greater comfort of driver and passengers at all times.

New colors are available in both lines, with a number of two-tone combinations. The Lincoln retains three body styles: six-passenger coupe, four-door sedan and custom Lido coupe. A convertible is also available in the Cosmopolitan line for the coming year.

A 154-horsepower engine powers the 1951 Lincoln, pictured at top of the page. A two-tone, four-door Cosmopolitan sedan is shown below.



Studebaker Uses V-8 Engine

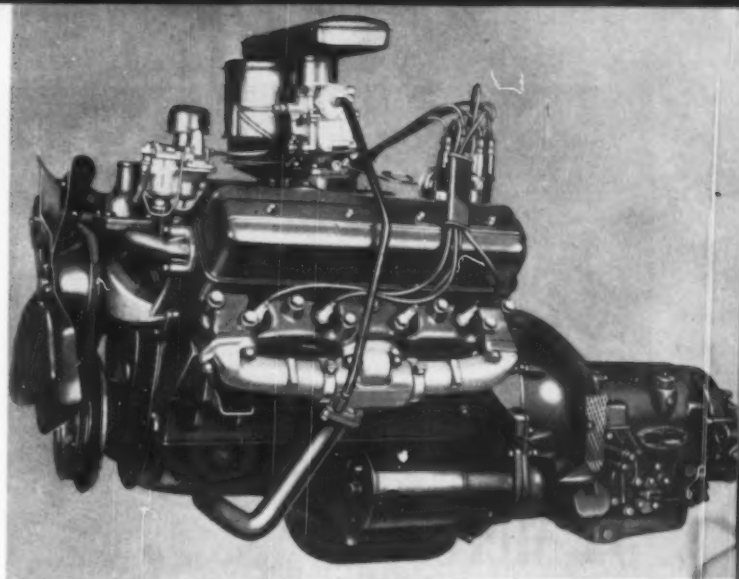
AN EIGHT-CYLINDER, valve-in-head engine for Commander models tops the list of engineering and design changes for Studebaker's 1951 passenger cars.

Selection of the V-type cylinder arrangement was made primarily to obtain rugged structure that will be necessary when higher-octane fuels make possible a major increase in compression ratios, Studebaker engineers said.

Rated horsepower of the engine is 120 at 4,000 r.p.m. Taxable horsepower is 36.4. Piston displacement is 232.6 cubic inches. Bore and stroke are 3 $\frac{3}{8}$ inches and 3 $\frac{1}{4}$ inches. Compression ratio is seven to one.

The Champion engine reveals no major changes except for a modification of the oil pan to provide clearance for the centerpoint steering. The generator has been stepped up from 35 to 40 amperes and radiator frontal cooling area has been increased 22 square inches.

Lateral stability in the 1951 models has been increased by



Here is the side view of the V-8 engine for the Commander series.

wider rear springs. Inserted between the four-leaf, 2 $\frac{1}{2}$ -inch springs are full-length polyethylene liners to keep out dirt and moisture and provide insulation against road noises.

Centerpoint steering has been adopted for the Champion and becomes standard on all models. Direct-acting shock absorbers are standard on all models. Rear axles retain their basic design but have been changed because of a new differential carrier housing that accommodates a wider range of gear ratios.

Shorter wheelbases made possible by the eight-cylinder engine have permitted a modification of the two-piece propeller shaft on the Commander and correspond-

ing improvements on the midship drive shaft bearing supports, company engineers said.

Automatic transmission will be available on all models as optional equipment at extra cost. Overdrive will continue as extra-cost optional equipment. Self-adjusting brakes are continued. Brake size on the Champion is 9" by 2" both front and rear and on the Commander, 11" by 2" at the front and 9" by 2" at the rear.

One-piece windshields are standard on all models. One-piece rear windows are also standard on all but the five-passenger and business coupes. Another safety feature is the vertical tail lamp which gives increased rearward and lateral lighting.





The 1951 Mercury four-door sport sedan (left) has Merc-O-Matic transmission available at customer's option.

Window lifts, top and front seat are operated hydraulically on the 1951 convertible, shown in the photo below.



'51 Mercury Has New Drive

THE Merc-O-Matic automatic transmission, combining a torque converter and a three-speed transmission, is one of three transmissions available on the 1951 Mercury passenger cars. Standard transmission and standard with Touch-O-Matic overdrive are the other customer options.

The Merc-O-Matic is an application of the transmission for Ford passenger cars developed in cooperation with Borg-Warner. Details and illustrations were given on page 84 of the July issue of SOUTHERN AUTOMOTIVE JOURNAL.

Horsepower rating of the new models has been raised from 110 to 112 horsepower. Crankshaft is more accurately balanced and all main bearings have selective fit, Mercury engineers said. Camshaft incorporates a triple ramp on the exhaust cam and a longer quieting ramp on the intake.

The engine has choke divorced from the carburetor, making it dependent on engine temperature rather than air temperature and resulting in elimination of carburetor coming back on to high idle with a warm engine, the engineers

said in their announcement.

An anti-stall device operated hydraulically provides improved operation with automatic transmission.

The standard transmission has a different case and new gearing. The gearing is of balanced-tooth design, said by company engineers to more than double the life of the gear set. An axle ratio of 3.31 to one is used for automatic transmission only, as is a wide brake pedal. Ratio for standard transmission is 3.92 to one and for overdrive is 4.27 to one.

Drive Has Three Elements

The Merc-O-Matic transmission employs the simplest form of hydraulic torque converter, having three basic elements, Mercury engineers said. It has a stall torque ratio of 2.1 to one. The gear box consists of a compound gear set providing a low ratio of 2.44 to one, intermediate ratio of 1.48 to one and direct drive. Two clutches and two bands, hydraulically operated, control the ratio changes.

Operated by a selector lever and dial which is illuminated at

night, the transmission has five positions: parking, reverse, neutral, drive and low.

Separate left- and right-hand air controls have been installed on the ventilating system. A vent register on the left side provides better air distribution.

The front bumper has been extended to provide wrap-around protection all the way to the wheel house. New parking lamps are set in the heavier grille.

Lines of the rear fenders and quarter panels have been changed. Large combination tail lights and directional signals, outlined in chrome, are used on the 1951 cars.

The rear window is 29 per cent larger than in previous models. It contains more than 1,000 square inches of glass.

Interior trim, fabrics and hardware have been restyled. New exterior colors, including nine two-tone combinations, are available.

Body styles for the 1951 line include: six-passenger coupe, four-door sport sedan, convertible, station wagon and the custom six-passenger Monterey coupe.



The speedometer shop was set up at the front of the building to catch the customer's eye. The counter acts as a miniature billboard to advertise the service.

• • •

By C. Thomas

Try Speedometer Jobs for Bigger Volume

"**A**DDING speedometer service," said Carl Dean, co-owner of Magneto Electric Service, Miami, Okla., "has increased our dollar volume more than 20 per cent."

This is the result of the first three months' experience. This shop specializes in tune-up and automotive electrical work. "And to make our service more complete," said Dean, "we added the speedometer department. When we took it on, we had no idea it would bring in the dollar volume it has."

This volume was not due to any promotion plan. No money has been spent to advertise the new service. But up front in the shop, a space was set aside and it was surrounded by a wooden counter. The front of the counter is used for a miniature billboard with one big sign reading "Speedometer Service."

All the necessary equipment is on a small workbench directly behind the counter. No customer driving in can miss seeing the department or keep from reading the sign in the shop.

"Most of our dollar volume," said Dean, "comes from labor. But we have a steady demand for gauges, cables and housing to complete the jobs. Too, when we get into this speedometer repair we usually sell an electric fuel

pump, and that's worth while."

This shop has a ten-dollar exchange deal with one of the manufacturers that takes care of headpieces.

"We are afraid to get behind this service with any kind of a promotion plan," said Dean. "If we did, we'd find ourselves swamped and unable to take care of the additional business. As it is, our regular customers have noised it around and our calls for this have been stepped up to where we are forced to schedule work ahead."

This is a small shop that has built its reputation and patronage on giving personal service. Fully half the shop is utilized for equipment and a parts department. The shop will accommodate seven cars.

"A small shop," said Dean, "need not mean one poorly and inefficiently equipped. A man in a small shop needs the same modern equipment as a mechanic in a larger shop. Today's motorist knows a mechanic can't do a job with a few hand tools."

When the boys decided to add speedometer service, they began to acquire all the information (Continued on page 127)

Carl Dean, co-owner, learned a lot about speedometers by reading magazines and manuals and practicing on units with the book open.



An Effective Incentive Pay Plan

By Beatrice Miller



A. B. Miller, Sr., gives Service Manager Peers a big smile as he receives his monthly bonus of 20 per cent on all gross labor volume over the basic monthly quota.

\$ \$ \$

The percentage figures unfold here the results felt in shop volume when all personnel in the service department began participating under the plan.

\$ \$ \$

AN INCENTIVE-PAY plan for service salesmen and mechanics originated by Jack J. Blank, president, that stimulated an over-all 37 per cent rise in labor sales within four weeks was introduced at Arcade Pontiac Co., Washington, D. C., on June 1. The incentive-pay plan gave impetus to a 30 per cent increase in the sales volume of accessories for the corresponding period.

To the service salesmen of Arcade Pontiac Co. the incentive pay plan has meant additional monthly earnings of as high as \$85.41, with the lowest additional monthly pay check \$25.52. To the mechanics it has yielded an extra monthly bonus of as high as \$90.05, with the lowest running \$20.30.

"The plan has sparked a tremendous amount of enthusiasm to produce," said Marvin W. Peers, service manager of Arcade Pontiac Co., looking back to the early spring months of the year when Blank felt some stimulus was needed to increase vol-

ume. "The energy and will of our men to produce was always there. It just needed some incentive to release it. Mr. Blank believed that a pay plan that covered all services would supply the needed incentive.

"It would be a profit-sharing arrangement in which the service salesmen and mechanics would feel an interest in the business. A salesman or mechanic is working for himself when he turns in a higher volume."

Any incentive plan that was going to be effective, Blank determined back in April, had to take in all employees—from the front door on back. The salesmen had to draw and hold the volume in order to provide the shop with additional work. So his first step was the offer of a monthly prize of \$20 to the service salesman who brought in top labor sales; a second prize of \$10 to the salesman who followed up.

A ten per cent commission was to be paid to service salesmen on (Continued on page 120)

This busy morning is typical of days at Arcade's service department. The incentive-pay plan introduced by President Blank gives fair and equal opportunity for all employees in the service department to enjoy the benefits of a substantial bonus.





Hudson Adds Hornet to 1951 Series

THE Hornet, a new series powered by a 145-horsepower engine, headlines the Hudson models for 1951.

The engine is of the in-line, L-head type, said by Hudson engineers to be the most powerful six-cylinder automobile engine now in production.

The H-145, as it is called, is pressure-lubricated and uses a floating oil intake which permits recirculation of only clean oil, the engineers said. It has a bore of 3 13/16 inches and a stroke of 4 1/2 inches with a displacement of 308 cubic inches. Compression ratio is 7.2 to one, with the Miracle Dome aluminum head as standard equipment.

Valve life is prolonged by a water-distribution system that directs cooled water around the valve seats, combustion chambers and the full length of the cylinder bores. Tappets are pressure-lubricated and of the mushroom type. Angular cam surfaces are said to give positive rotation, permitting quiet operation and increasing tappet life. The pressure-lubricated camshaft is driven by a silent chain.

The forged-in-position crankshaft has steel-shell, pressure-lubricated, precision-type main bearings. Pistons are of aluminum alloy with full skirts. All four piston rings are pinned in position

to prevent chatter, rotation and irregular wear. The top ring is chromed for tighter power seal and the bottom ring is a new type of oil ring that gives better lubrication control.

The H-145 cooling system is of the closed pressure type. The cellular-tubular radiator has extra cooling fins and increased air flow.

Has Dual Carburetion

A dual, down-draft carburetor—two carburetors in a single float bowl—is used. Three cylinders are fed by each carburetor to give smoother, more powerful impulses in all ranges. A thermostatically-controlled carburetor heater is said to give top vaporization of fuel by utilizing exhaust gases to heat fuel passing into the intake manifold.

The H-145 engine has a water-proofed ignition system with spark-plug seals and neoprene-covered, high-tension, spark-plug cables.

Other engines for the 1951 models include the Super-Eight, rated at 128 horsepower. It has a compression ratio of 7.2 to one with high-compression aluminum head. The Super-Six engines are now rated at 123 horsepower and the Pacemaker is rated at 112 horsepower.

Two automatic drives are avail-

The Hudson Hornet is the new series in the 1951 line. It is powered by a high-compression, 145-horsepower engine with the Miracle Dome aluminum head.



This view of the Hornet shows the 863 square inches of glass in the rear window and the redesigned rear-deck lines.

able as optional equipment. This year the Hydra-Matic may be obtained on the Hornet and Commodore Custom series. The Super Custom and Pacemaker Custom feature the Super-Matic drive, an automatic transmission combining overdrive. It can be converted to conventional drive by a button on the instrument panel, Hudson engineers said.

The "step-down" design and Monobilt construction are continued but a number of styling refinements have been included in all lines. Heavier bumpers, button-operated door handles, built-in jack pads on body and frame members and angling of the windshield to reduce light reflections are some of the styling features of the line.

Continued are "Teleflash" signals which automatically flash a warning to the driver if the generator is not charging or if oil pressure drops below the safety limit for the car.

The combination heating, ventilating, air-conditioning and defrosting system of the models now has increased air flow through redesigned heater louvers. Outdoor air is scooped up through a rain-resistant cowl ventilator.

Four two-tone exterior combinations and 13 solid colors are available in the 1951 line.

NEW

PRODUCTS

Designed to assist your service shop in its vital job of keeping 'em rolling.

100—Pin Fitter

No. 232 automatic pin-fitting machine, designed to do six jobs, has been introduced by Van Norman Machine Tool Co., Springfield 7, Mass.

The machine is said to: (1) bore wrist-pin holes in piston by centralizing from worn hole or bushing; (2) bore wrist-pin holes in rods, centraliz-



ing from worn bushing; (3) bore piston-pin holes on con-rods to proper center distance, parallel with large end; (4) bore piston-pin holes in rod parallel with large or bearing end; (5) bore con-rods, large-end, babbitted type, parallel with wrist-pin hole, to proper center distance; (6) bore large end of rod-forging to bring it back to size after preparation, locating from wrist-pin hole or from sides of forging.

Want more information? Use coupon on page 151 and you'll get it!

101—Tractor Battery

A Group 1 battery for tractor service, identified as Type 1-TR-90, has been announced by Thomas A. Edison, Inc., Automotive Division, West Orange, N. J.

Housed in a durable, heat-resistant rubber case, the battery has "Endurite" separators for quick starts and increased acid resistance. Safety-vent covers are said to control electrolyte level and solid lead cell connectors are



designed to carry heavy discharges with minimum power loss. Dimensions are: 8 15 16" long, 8 9 16" high and weight of 38 lbs.

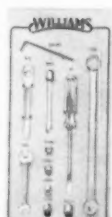
Want more information? Use coupon on page 151 and you'll get it!

102—Transmission Tools

A set of tools for oil-change work on automatic transmissions has been added to the line of J. H. Williams & Co., 400 Vulcan St., Buffalo 7, N. Y.

The assortment includes tools for handling Hydra-Matic, Dynaflo, Powerglide, Ultramatic, Fluid Drive and Studebaker. Set ATS-1 has a metal case and set ATS-2 has a plywood panel for wall mounting.

Want more information? Use coupon on page 151 and you'll get it!



No. ATS-2



No. ATS-1

103—Radiator Cleaner

A radiator and water cleaner for cars, trucks and buses has been added to line of Fram Corp., Providence 16, R. I.

A controlled amount of water flows continuously from the cooling system and enters the unit. Water contacts the



chemicals for softening and inhibiting and passes through filtering media where solids are removed. The water, containing soluble inhibitor, then re-enters the cooling system. Cartridge can be changed quickly and easily.

Want more information? Use coupon on page 151 and you'll get it!

104—Lighter Display

A three-dimensional counter or window display for its line of Vis-O-Lite car lighters is now available from Casco Products Corp., 512 Hancock Ave., Bridgeport 2, Conn. The display is supplied with six lighters, six "pop-out" units and six replacement heating elements.

Want more information? Use coupon on page 151 and you'll get it!

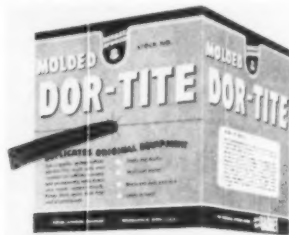


Jobbers from the United States will attend next month the greatest booth show on earth—the Automotive Service Industries Show—at Chicago's Navy Pier. In the seven miles of exhibits will appear for the first time many of the products listed here—products to help you serve your customers.

105—Door-Trunk Gasket

Four types of molded sponge-rubber door and trunk gasket, identified as Molded Dor-Tite, are now being marketed by Durkee-Atwood Co., Minneapolis 13, Minn.

The gasket is packed in standard shop-size lengths that are clutch-fed



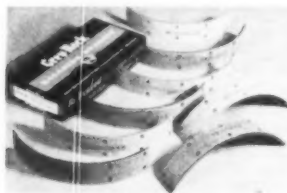
through a die-cut opening in the dispenser-box. Color is black to match original equipment. Contents of dispenser may be checked through a pull-out flap that may be reclosed to keep out dust and light.

Want more information? Use coupon on page 151 and you'll get it!

106—Brake Lining

Balanced Braksets in two types, drilled and countersunk for riveting or plain for bonding, are now available from Grey-Rock Division, Raybestos-Manhattan, Inc., Manhattan, Pa.

Sets are available for all makes and models of passenger cars, the manu-



facturer stated. Different types of linings are available to give long, trouble-free wear for different installations. Complete information on applications for each set is printed on box end.

Want more information? Use coupon on page 151 and you'll get it!

107—Pulling Ram

The SB-46 metal stretching and clamping kit, containing a hydraulic pull ram and various pulling clamps, has been placed on the market by Blackhawk Manufacturing Co., Milwaukee 1, Wis.

The 1½-ton pull ram weighs 4½ lbs. and is equipped with Speed-Coupler



to make it interchangeable with pushing and spreading rams. Kit includes Z-972 chain grips, Z-979 pull head and four washers, Z-980 fender clamps and Z-1005 body stretcher clamps.

Want more information? Use coupon on page 151 and you'll get it!

108—Oil Filter

An oil filter with an "Aluvac" element is now available for field installation on Cadillacs and Chevrolets from AC Spark Plug Division, General Motors Corp., Flint 2, Mich.

The filter element is impregnated with a thermo-setting resin and then cured under controlled heat, reportedly making it impervious to moisture, hot oil and acids that develop in the crankcase. Photograph shows the element and the pile of dirt it trapped in 5,000 miles of driving.

Want more information? Use coupon on page 151 and you'll get it!



Here's How You Get More Information

There's not enough space to give you all the information that's available on many of these money- and time-saving New Products. On page 151 is a coupon designed to make it an easy matter for you to get the full story on any of these write-ups. We'll be glad to see that you get the complete data.

109—Crankshaft Refinisher

The Kotafin method of finishing crankshafts with a smooth, wear-resistant surface has been announced by Storm-Vulcan, Inc., 2504 Commerce St., Dallas, Texas.

The machine is capable of producing a surface of three micro inches and smoother, if desired, a company an-



nouncement stated. The rocker-arm design enables operator to apply cross-hatch pattern to give good bearing lubrication. A grinding attachment and a lathe attachment are available for use with the machine. Three models are available, with maximum limits of 48", 86" and 118".

Want more information? Use coupon on page 151 and you'll get it!

110—Unit Lift

A heavy-duty unit lift, featuring a tilting cradle to hold units firmly in position for easy work, has been announced by Drum Jack Corp., subsidiary of The Cleveland Pneumatic Tool Co., 3781 E. 77th St., Cleveland 5, Ohio.

The lift may be used as a dolly or floor jack. It brings units to bench height and is said to roll under any chassis. The manufacturer recommends it for one-man operation with transmissions, differentials, universal joints, gas tanks, axles, motors and other units.

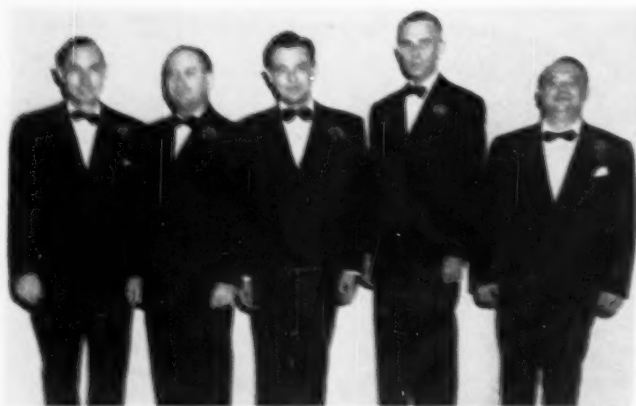
Want more information? Use coupon on page 151 and you'll get it!



(More New Products on page 144)



NEWS BRIEFS *of the*



Officers of the Automobile Dealers Association of Alabama for 1951 are (l. to r.): Rush Stallings, Montgomery, president; W. M. Turner, Selma, first vice-president; W. B. Casler, Birmingham, second vice-president; T. J. Kirven, Jackson, third vice-president; and John H. Anders, Jr., Tusculum, secretary and treasurer.

Polish Up Sales Techniques. Alabama Dealers Are Told

By William K. Lynn

Some tough days are ahead for the automobile dealer and he had better give more attention to polishing up his sales techniques, dealers attending the convention of the Automobile Dealers Association of Alabama were told last month at Biloxi, Miss.

In business session, the association adopted resolutions condemning unfair trade practices in pricing and merchandising and favoring the "most equitable distribution" of automobiles and trucks available on the basis of customer needs.

For the first time, the program included a forum on dealer problems. Participating members included M. B. Casler, Liberty Motors, Inc., Birmingham, who said "all of us have allowed expenses of a luxury nature to creep into our operations," John Thomas, John Thomas Motors, Gadsden,

who emphasized the "necessity of doing all possible to improve our facilities and services to hold a higher percentage of our customers and work continuously to regain lost ones," John Williamson, Drenner Motors—Ressemer, Inc., Ressemer, who discussed truck sales, and R. K. McMillan, J-M Chevrolet Co., Brewton, who spoke on car sales.

An award of merit—one of three made this year to trade associations in the United States—was presented to Executive Vice-President Frank R. Broadway by René V. Elton, general manager of the American Trade Association Executives, for the association's active promotion of traffic safety education during the past two years.

"Sales problems are going to increase with the contingencies of the international situation," Fred

L. Haller, president of the National Automobile Dealers Association, told the dealers. "We are going to have to adopt some hard selling practices. There is going to be much more austerity in the life of our nation and we had better brush up on our selling techniques to meet stiffening buyer resistance."

Other speakers included: J. Saxton Lloyd, Daytona Beach, Fla.; Frank Lovejoy of Sonney-Vacuum Oil Co., U. S. Senator John J. Sparkman of Alabama and Dr. Josiah Crudup of Gainesville, Ga.

Stallings Becomes President

Rush Stallings, Studebaker dealer of Montgomery, was elected president, succeeding George W. Cox of Doan. Other officers include: W. M. Turner, Selma, first vice-president; M. B. Casler, Birmingham, second vice-president; T. J. Kirven, Jackson, third vice-president; and John H. Anders, Jr., Tusculum, secretary-treasurer.

Directors are: John E. Hampton, Tusculum; A. W. Hill, Jr., Huntsville; H. C. Christopher, Fort Payne; Harry Rowe, Anniston; C. H. House, Birmingham; A. T. Overings, Carrollton; H. H. Hughes, Greensboro; C. C. Golsen, Fort Deposit; David W. Cannon, Opelika; M. S. Williams, Eufaula; J. M. Stallings, Dothan; Rex Sikes, Lurven; W. N. Roberts, Brevton; J. T. Hamrick, Mobile; Roland Cooper, Camden; Lawson Draper, Athens; B. F. Crew, Jasper; and J. E. Gaston, Fairhope.

More than 400 dealers and their wives attended the 15th annual convention. There were 187 women present, the largest number in the history of the association.

Howard Zink Enlarges

The Howard Zink Corp. will move its eastern plant this month into larger quarters at Passaic, N. J. The building will accommodate a one-third more production.

AUTOMOTIVE INDUSTRY



Southeastern Sales Rising, Briggs of Packard Asserts

By M. M. Wilcox
Assistant Editor

THE Atlanta zone will get a larger proportion of Packard's 1951 passenger-car production than zones at Boston, Philadelphia, Los Angeles or San Francisco, Clare E. Briggs, assistant general sales manager of Packard

in Atlanta to erect a warehouse and office building that will cost around \$700,000," Briggs asserted. "We wouldn't consider an investment like that if we didn't believe in the future of the southern market.

"The South has the climate and the potential labor, as many industries have discovered. In addition to increased industrial production, the spread of cattle raising—to give just one example—has raised southern income. The year-round tourist business of Florida and other sections shouldn't be overlooked."

The increased number of pension plans is enabling more and

more people to come South for their retirement, he also pointed out.

"It's easy for us to talk with enthusiasm about the future of the South because we really believe in it," Briggs told representatives of SOUTHERN AUTOMOTIVE JOURNAL.

Although the sales potential for the southern area is definitely up, Briggs wouldn't predict how many deliveries Packard expected to make in this section in the months ahead. The manpower and steel situations prevent Packard, like other factories, from forecasting production of units very far in advance.

Asked about the new restrictions on credit, Briggs commented, "I don't think they will hurt us as much as some of the lower-priced lines."

The number of units Packard is able to produce will be the chief factor in determining 1951 sales for the company, he asserted.



Mr. Briggs

Motor Car Co., said in an interview at Atlanta last month.

"There's not a thing I know of that could stop the growing importance of the South," Briggs asserted.

The potential sales outlook for the Atlanta zone is around 6.3 per cent of Packard's national production for the coming year, compared with about 5.2 per cent during the past year, Briggs said. The zone includes Alabama, Florida, Georgia and South Carolina, as well as parts of Louisiana, Mississippi, North Carolina and Tennessee.

The potential sales outlook for the Packard price class in the Southwest is up also, said Briggs, who joined the company in Dallas about ten years ago.

"Packard recently bought a lot

Ads such as this help Beaty Chevrolet Co., Knoxville, Tenn., to do a "tremendous business in lubrication," according to Joe B. Beaty, treasurer. "We keep two lubrication men busy all the time and they quite often have to work overtime to handle all the jobs," he reported.

BEATY'S CAR LUBRICATION **\$1.00 Any Make or Model**

The BEST Your Money Can Buy.

"DOUBLE YOUR MONEY BACK"

If you can find a fitting that has not been lubricated, after our expert lubricator has finished his job, we will give you DOUBLE your money back.

Remember, proper lubrication means longer life for your car—
Drive in this week.

BEATY CHEVROLET CO.

"YOUR CHEVROLET DEALER"

517 N. Broadway

Phone 2-4183



The 40th anniversary celebration of McGraw Chevrolet Co., Wheeling, W. Va., got under way last month. The firm was founded by the late J. H. McGraw. Three of his sons are now in the business: W. J. McGraw, J. J. McGraw and Herbert O. McGraw. In addition to the headquarters agency at Wheeling, the company has agencies at Bellaire and St. Clairsville, Ohio. Photo below shows a "scoreboard" in the showroom window that attracted a lot of attention. The board is changed every day or so and often is used in newspaper ads also.



JANUARY	APRIL	AUGUST	DECEMBER
SMTWTFS	SMTWTFS	SMTWTFS	SMTWTFS
1	1	1	1
2	2	2	2
3	3	3	3
4	4	4	4
5	5	5	5
6	6	6	6
7	7	7	7
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9	9	9	9
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26	26	26	26
27	27	27	27
28	28	28	28
29	29	29	29
30	30	30	30
31	31	31	31

Looking Ahead

Nov. 8-12—Annual convention of National Used Car Dealers Association, Baker Hotel, Dallas, Texas.

Nov. 13-15—Annual convention of Automotive Trade Association of Virginia, John Marshall Hotel, Richmond, Virginia.

Nov. 15-16—Annual convention of Oklahoma Automobile Dealers Association, Tulsa Hotel, Tulsa.

Nov. 17—Annual party for jobbers staged by Automotive Booster Club B-35, John Marshall Hotel, Richmond, Va.

Dec. 1-2—Annual convention of National Standard Parts Association, Hotel Sherman, Chicago.

Dec. 1-2—Annual convention of Motor and Equipment Wholesalers Association, Stevens Hotel, Chicago, Illinois.

Dec. 4-8—Automotive Service Industries Show, Navy Pier, Chicago.

Dec. 8-9—Annual convention of Kansas Motor Car Dealers Association, Wichita.

Jan. 7-10—Annual convention of National Automobile Dealers Association, Miami and Miami Beach, Fla.

Feb. 5-8—National Automotive Accessories Manufacturers of America Exposition, Grand Central Palace, New York City.

April 24-25—Spring meeting of Southwestern Automotive Wholesalers Association, Oklahoma City, Okla.

April 26-29—Ninth annual Southwest Automotive Show, Municipal Auditorium, Oklahoma City, Okla.

May 7-9—Annual convention of Automotive Engine Rebuilders Association, Hotel Sherman, Chicago, Ill.

May 14-15—Annual convention of Missouri Automobile Dealers Association, St. Louis, Mo.

May 17-20—Southeast Automotive Show, Birmingham, Ala.

Sept. 16-18—Annual convention of Kentucky Automobile Dealers Association, Kentucky Dam Village State Park, Gilbertsville, Ky.

Miss a Meeting? Make a Name!

Mechanic Wayne Selvey of Marlan, Okla., missed a shop meeting conducted by the American Hammered Piston Ring Department of Koppers Co. but the chances are that he will be forgiven for not being there.

Just as he and his boss, Bill Hunt, were ready to leave for the meeting, Mrs. Selvey called Selvey to come and take her to the hospital—and quick. There she presented him with an eight-pound boy. The name: Koppers Selvey.

Kohl Heads Olds Service

Elmer E. Kohl has been appointed general service manager of the Oldsmobile Division of General Motors Corp. Kohl, who has been with the division since 1941, succeeds Harry R. Ekblade.



Officers of the Tennessee Automotive Association elected at Memphis last month include (l. to r.): S. I. Bryant, Cleveland, vice-president; J. A. Clark, Kingsport, vice-president; J. D. Porter, Paris, vice-president; Forrest Cate of Furlow-Cate, Inc. (Ford), Chattanooga, president; Roy A. Cruze, Knoxville, vice-president; Russell Reeves, Memphis, vice-president, and Chester R. Pace, Clinton, secretary-treasurer. David P. "Doc" Wheelchel is executive vice-president.

Get into Used-Car Business, Tennessee Dealers Are Told

"YOU'RE in the used-car business and in it in a big way. If you're not, you'd better realize it and get into it fast, because that's where the profits will be made or lost."

In just about those words, Walter J. Wilkins of Norfolk, past president of the Automotive Trade Association of Virginia and

president of Norfolk Motor Co., gave the exact details of his used-car operation to attentive listeners at the annual convention of the Tennessee Automotive Association at Memphis last month.

His Cadillac sales manager is interested only in selling new Cadillacs; his Oldsmobile sales manager is interested only in sell-

ing new Oldsmobiles, and the manager of his used-car lot, which cost more than \$100,000 to set up, is interested only in selling used cars, said the Virginian. The used-car manager is supplied a plane and pilot "to go wherever he pleases and when he pleases, and thereby often to get on our lot at night some clean cars he has bought hundreds of miles away earlier in the day," Wilkins said.

He reported that his gross profit of around \$200 per used car is made possible by getting around \$350 to \$400 on bought used units and trying to get as much, or more, gross profit off trade-ins as his competing dealers. The dealer who is going to make any real gross profit off used cars must buy just about as many of them as he gets on trade-ins, he asserted.

In discussing other phases of his business, Wilkins told how the purchase of an accounting machine had enabled him to cut his office force from eight to four.

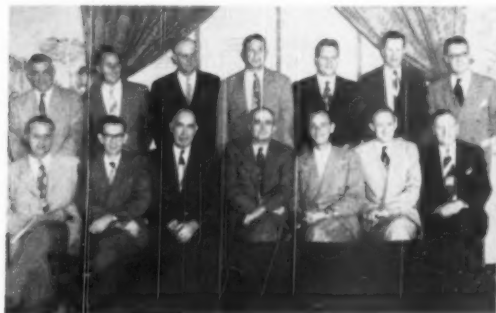
The "Yankee Panel" of Minnesota dealers drew high praise for their clinic, moderated by George F. Ziesmer of Mankato. John Bell of Hastings added a light touch with his deft mimicking of the "friendly undertaker."

"I believe you can make good money in the automobile business but maybe not as much money," said E. W. Boyer, Ford dealer of Minneapolis. "The automobile

(Continued on page 185)

The industry relations committee of the North Carolina Automobile Dealers Association, which met for the first time in Raleigh last month, is shown in left-hand photo. Members include (l. to r.): Seated, Wilson F. Yarbrough, Fayetteville; Robert Vernon, Raleigh; E. B. Gamble, High Point; Allan Mims, Rocky Mount, chairman; J. B. Smith, Greensboro; Clyde H. Harriss, Salisbury, and S. E. Lovelace, Wilson; standing, Flake B. Chipley, Rocky Mount; Grady Rankin, Jr., Gastonia; B. P. Sherer, Shelby; Odell

Sapp, Salisbury; Joe P. Temple, High Point; Walter Deal, Asheville, and H. A. Marks, Wilmington. Right-hand photo shows the legislative committee (l. to r.): Seated, W. B. Cobb, Goldsboro; Jack Steele, Raleigh, chairman; J. O. Gunn, Yanceyville, and Rupert Atkins, Raleigh; standing, C. G. Conn, Jr., Raleigh; J. A. Bridger, Bladenboro; T. D. Hunter, Jr., Hendersonville; J. P. Wallace, Troy; E. L. Hicks, Charlotte, and B. C. Mangum, Henderson. The area chairmen's meeting was held in Raleigh at the same time.





Southern JOBBERS AND FACTORY MEN



The seven miles of ASI Show exhibits will be housed under the roof of Navy Pier, Chicago.

ASI Show to Draw Thousands

Too big to be described by ordinary adjectives and too down-to-earth to be pictured by the fancy ones.

That's the outlook for the silver anniversary Automotive Service Industries Show, scheduled for Chicago's Navy Pier on Dec. 4-8.

In size and number of exhibits, the show has reached the limits of available space for several years. Again this year there will be more than 500 exhibitors, filling 300,805 square feet of space in Navy Pier. Stretched end to end in a single line, these exhibits would reach more than seven miles.

Attendance, the one factor not directly limited by space, may well set a record this year. "We anticipate an attendance far in excess of 20,000 due to a liberalized policy of inviting wholesalers who are not members of the sponsoring associations to apply for credentials," said B. G. Close of King Quality Products Co., St. Louis, chairman of the show's Joint Op-

erating Committee.

Wholesalers who are not members of National Standard Parts Association or Motor and Equipment Wholesalers Association, but whose names are included on recognized wholesaler lists published by trade sources, have been invited to apply to Show Manager A. B. Coffman for credentials. If approved, they may attend the show on the last two days, Dec. 7 and 8. For the first three days attendance will be limited to member jobbers of the two associations, who may, of course, attend on the last days also.

Representatives of these two associations, together with Motor and Equipment Manufacturers Association, comprise the Joint Operating Committee which works in conjunction with the Automotive Advertisers Council to handle publicity, decorations, show theme, etc.

Developments and accomplishments of the automotive service industries for the past two years

will be exhibited at the show.

"The automotive wholesaler can write the history of the service industry by reviewing what, in 26 years, he has seen first on display at the ASI Show and then introduced over his counter to the ultimate user in his own city, town or community," the show committee said.

The "biggest booth show in the world" attracts not only wholesalers from all 48 states but is said by officials of the Overseas Automotive Club to attract more people from outside the United States than any other industrial show. Nearly 300 visitors from other countries are expected this year.

Again this year A. B. Coffman is show manager and secretary of the joint operating committee. He has managed the event since its inception in 1919.

"Get It from Your Jobber," the theme of the biggest sales-promotion ever conducted through wholesaler channels of the automotive service industries, will be

the keynote for the show. Banners and posters throughout Navy Pier will remind jobbers to "Tell 'Em and Sell 'Em." Jobbers not enrolled in the program can join the promotion at the Automotive Advertisers Council booth at the show.

Annual conventions of National Standard Parts Association and Motor and Equipment Wholesalers Association on Dec. 1-2 will again be the kick-off preceding the show.

With more than 11,000 jobber firms issued credentials and with all exhibit space sold to the more than 500 exhibitors, the 1950 ASI Show has every reason to add an even bigger and better chapter to its history.

Southwesterners Meet April 24

The spring meeting of the Southwestern Automotive Wholesalers Association will be held April 24-25 in Oklahoma City. President G. N. Lockridge of Kansas City has announced. These are the two days preceding the Southwest Automotive Show at Oklahoma City.

The joint operating committee for the 1950 show, composed of representatives of NSPA, MEWA and MEMA, includes (l. to r.): First row, Frank G. Stewart, Standard Automotive Supply Co., Washington, D. C.; Frank K. Meyer, Jos. F. Meyer Co., Houston, Texas; Hal Miller, Womwell Automotive Parts Co., Lexington, Ky.; A. E. Pouliot, National Bushing & Parts Co., Minneapolis, Minn.; and C. P. Brewster, K-D Manufacturing Co., Lancaster, Pa.; second row, C. O. Klein Smith, National Carbon Co., New York; E. A. Henderson, Henderson Bros., Sacramento, Calif.; R. L. Smith, Pyrene Manufacturing Co., Newark, N. J.; D. H. Tector, Perfect Circle Co., Hagerstown, Ind.; W. M. Hudgins, The Koochook Co., St. Louis, Mo.; Ira Saks, Accurate Parts Manufacturing Co., Cleveland, Ohio; Show Manager A. B. Coffman and Chairman B. G. Close, King Quality Products Co., St. Louis Mo.



John McKinney (right) was the first-prize winner in the recent sales contest held by Van Norman Co. He covers eastern and southern Texas and Louisiana. A. L. "Stoney" Stonestreet (left), representative in Virginia, North and South Carolina, won the third prize.

Perryman Takes on Peco

Perryman Sales Co., Dallas, Texas, has been appointed representative in Texas, Oklahoma, Arkansas, Louisiana and New Mexico for Peco Mfg. Co.

W. H. Vick, sales manager of The Automotive, Fort Smith, Ark., is feeling much better and was back on the job last month.

Roberts of Alabama Heads Secretaries

NATHAN M. Roberts, executive secretary of the Automotive Wholesalers Association of Alabama, will be temporary chairman for the secretaries' conference of



Mr. Roberts

automotive wholesalers associations on Nov. 30 at the Hotel Sherman in Chicago.

It will be a roundtable-type meeting with no outside speakers. About 60 executive officers of local, state and regional associations are expected to attend.

Auto Spring & Supply Co., Wichita Falls, Texas, has added complete machine-shop service at its Abilene and Vernon stores, Sales Manager Clyde Bassett reported last month. The main store is now equipped to do brake relining and bonding.

Harry Gee of Federal-Mogul's Atlanta, Ga., office was elected acting secretary last month of the Southeast Automotive Show, President Arnold J. Siegal of the show announced. The show will be staged May 17-20 at Birmingham.





Words aren't necessary to supplement these pictures of the efficient operation conducted by Battery & Electric Co. at Greenville, S. C. The firm, headed

by Cecil Morris, is celebrating its 25th anniversary this year. Its machine shop is one of the most complete in the Southeast, offering every shop service.

Ada Auto Supply Opens Building

FORMAL opening of its new building was scheduled Oct. 27-28 by Ada Auto Supply, Ada, Okla. The firm is now situated at 305 East Main Street.

"We have a 100-foot front and the building is 140 feet deep," Jim L. Thompson reported.

"There is plenty of counter space, office space, shipping and receiving and lots more room in the machine shop. We have hired two men, bringing employees to 16."

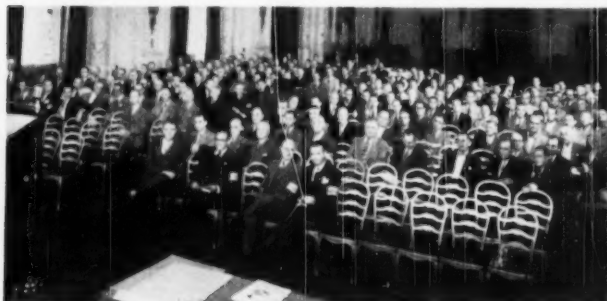
Tom Woods is now head of the receiving department of **Hayes & Hopson, Inc.**, Asheville, N. C., and **Lawrence Morton** has been added to the tire and budget department.

Chesapeake Auto Supply Co., Inc., Norfolk, Va., now owns **Automotive Supply Co.**, Franklin, Va., giving it a total of five branches, President **Edward J. Brickhouse** reported.

"General conditions in our territory are good," **R. H. Curby**, owner of **Curby Auto Supply Co.**, Ottawa, Kan., reported.

These men gathered in Chicago last month to hear the presentation of the "Care Will Save Your Car" sales promotion program developed by the Auto-

motive Advertisers Council. Shown in right-hand photo are (l. to r.): **Charles C. Tapscott**, **Walter Kirkpatrick**, **Ira Saks** and **Duane Jones**, president.



Southerners' Answers in Survey Vary on—

How's Volume? Scare Buying Down?

GROSS sales volume of southern jobbers this past September ran well ahead of the total for September, 1949, a survey by SOUTHERN AUTOMOTIVE JOURNAL revealed last month.

Answers to questionnaires sent to 350 wholesalers ranged from as much as a 50 per cent increase over September, 1949, to reports of "about the same." Many listed increases of ten to 20 per cent. A small sprinkling said their volume was off.

As an example, one jobber said his volume was off one per cent. "However, we are running quite a backlog on batteries and had they been available, we would have showed an increase."

The biggest increase—50 per cent—came from a jobber situated in central Virginia. He offered no explanation. Several reported 35 per cent up.

A North Carolinian reported: "September, 1950, up 37 per cent over September, 1949; August, 1950, up 55 per cent over August, 1949; September, 1950, down 14 per cent from August, 1950."

In one part of the survey inquiring about scare buying by jobbers' customers, most reports said this had subsided except for tires, batteries and materials made of lead and copper. Some types of permanent anti-freeze continued in heavy demand. The war picked up the demand for some types of equipment. August was the big "scare-buying" month, most reports agreed.

A prominent, veteran wholesaler of eastern Virginia said:

"Our September, 1950, volume was 35.1 per cent over September, 1949. Our business had been behind for the first seven months. August picked up and September went to town. We expect to wind up the year with about ten per cent increase over 1949."

Covering the period of 1950 through September, one wholesaler said his volume was about eight per cent less than the same period of 1949.

Among the replies to the survey which reported some scare buying were:

Edward J. Brickhouse, presi-

dent and treasurer, Chesapeake Auto Supply, Norfolk, Va.—Tires, though not as bad as they were. Other buying seems normal.

Vernon Kleier, general manager, Jarvis Auto Supply, Winfield, Kan.—Scare buying has about run its course. August was the month we felt this kind of business.

Edward Coward, president, Allied Auto Parts, Mobile, Ala.—We only have two customers that bought excessively.

R. L. Sanders, partner, Automotive Supply, Amarillo, Texas—Very little scare buying.

E. S. Walton, vice-president, Southern Auto Supply, Johnson City, Tenn.—On tires only.

Robert Flato, president, Motor Supply, Corpus Christi, Texas—Practically no scare buying, except that equipment is easier to sell than early in the year.

Bruce B. Cameron, partner, MacMillan & Cameron, Wilmington, N. C.—Very little scare buying, except on a few short items.

Wm. F. Shipp, Jr., vice-president, 555, Inc., Little Rock, Ark.—The only line on which there is any scare buying, to our knowledge, is permanent anti-freeze, and that is only on certain brands.

Quaker City Motor Parts, Baltimore, Md.—Batteries and anti-freeze.

David Bryant, advertising manager, Motor & Electric Supply, Bowling Green, Ky.—Some scare buying still noticed on equipment, permanent-type anti-freeze, copper tubing and other copper products; steel items, such as mufflers and pipes, and some ignition parts. However, this is much less than it was just after the start of the Korean War.

Piston Ring & Parts Co., Atlanta, Ga.—The war-scare buying, if we have had any to amount to anything, has seemingly about subsided so far as we can tell. Our increase has been partly caused by some changes in major lines to more popular lines. Generally speaking, our regular customers seem to be maintaining

(Continued on page 174)

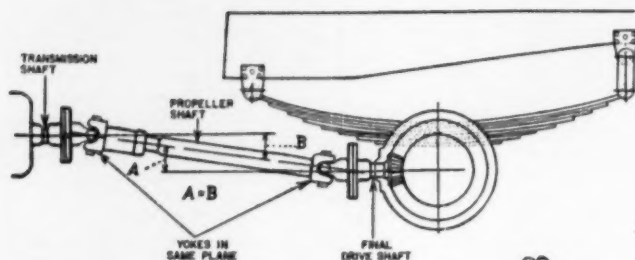
A service clinic marked the appointment of Jenkins Automotive Parts Service, Columbia, S. C., as service depot for Quincy air compressors. Shown are (l. to r.): First row, R. Daniels, Bob Nix, M. L. Weber, Quincy representative, Quincy Engineer Homer Schemp, C. Sanders, R. A. Nix and E. A. Jenkins, Jr.; second row, H. Rish, C. Tefft, H. Aldrich, C. N. Moore, D. M. Fleming, J. B. Stroud, I. T. Moore, B. Nesbitt and F. Munson. "We still have the old-fashioned idea that service sells equipment and have had continued success on other equipment that we service," said R. A. Nix, buyer for Jenkins.



HEAVY DUTY EQUIPMENT



TRUCKS-BUSES-FLEETS



BEARING FAILURE

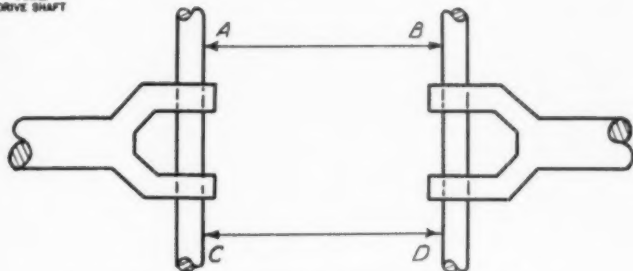


Fig. 1 (top) shows horizontal parallel alignment of yokes.
Fig. 2 (above) shows vertical parallel alignment of yokes.

PRACTICALLY all universal joints used on heavy-duty truck propeller shafts cause speed or velocity fluctuations in the shaft, the amount of the fluctuation depending upon the degree of angle between the driving and driven shafts.

When two universal joints are used, one at each end of the propeller shaft, the second joint is used to compensate for the speed fluctuations caused by the first. In order to overcome the fluctuation, the angle between the transmission shaft (driving) and the propeller shaft (driven) must be the same as the angle between the propeller shaft (driving) and the final drive shaft (driven).

This will be the case if the transmission and/or jack shaft and final drive shaft yokes are horizontally and vertically parallel as shown in Figs. 1 and 2, in which angles A and B are equal.

Another requirement is that both yokes of the universal joints attached to the propeller shaft lie in the same plane (Fig. 1). When

this arrangement is used, some torsional vibration is imparted to the propeller shaft, but no velocity fluctuation is transmitted to the center bearing, driving axle and wheels.

However, if the yokes on the propeller shaft lie in planes perpendicular to each other, the velocity of the first joint will be doubled by the second.

It is very important that parts be assembled correctly. In most cases, the slip joint and propeller shaft are marked to insure correct propeller assembly.

The vibration and noise caused by the misalignment of these parts are often mistaken for rear-axle noise; however, the noise set up by these parts usually appears at certain speeds and generally comes and goes as these speeds are raised or lowered. Should the noise prove to be in these parts, these items may be the cause:

1.—Loose rear spring U bolts.

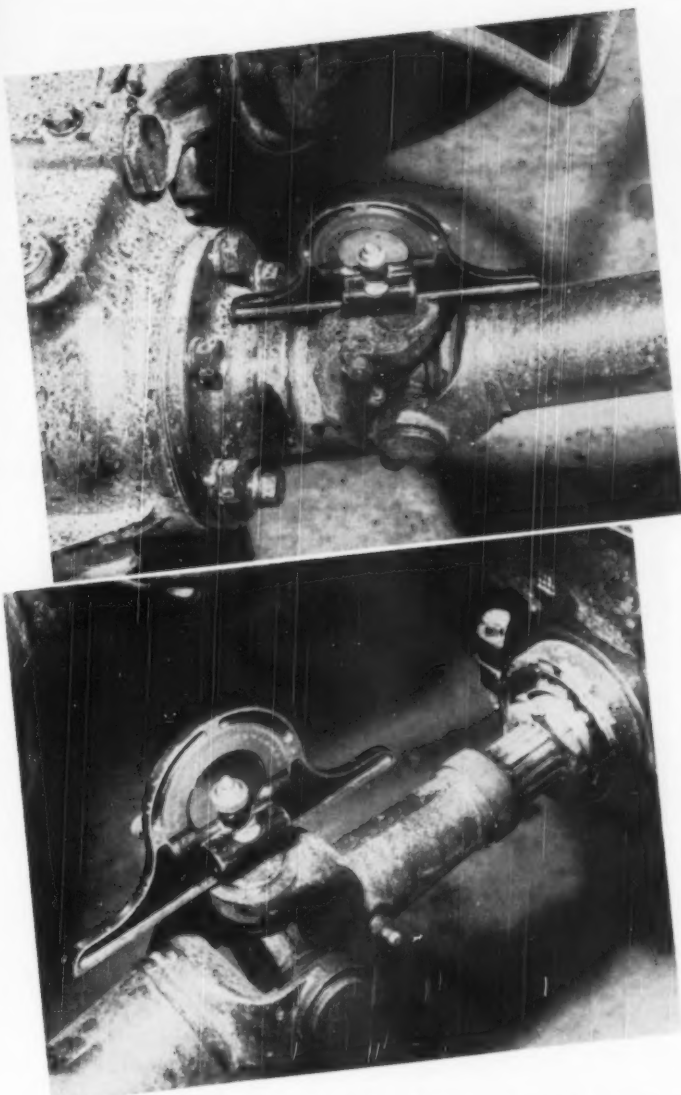
What are the causes of propeller shaft center bearing failure? Corrective measures are also detailed for you here.

- 2.—Misaligned rear axle.
- 3.—Loose center bearing support.
- 4.—Looseness at universal joint yokes.
- 5.—Distorted or damaged yokes.
- 6.—Improperly-assembled universal joints.
- 7.—Improperly-assembled slip joint.
- 8.—Out-of-balance condition of propeller shaft.
- 9.—Out of vertical and horizontal parallel alignment of the universal joint yokes.

Corrective measures:

- 1.—Examine rear spring to axle mounting. Make sure the spring "saddles" are in place (if used). Tighten U bolts to specified torque.
- 2.—Examine rear axle housing. Misalignment due to bend, sheared spring center bolts, or worn shackles and bolts.
- 3.—Examine center bearing mounting. See that support is of specified length and that support mounting bolts are tight.

By E. M. Lowery
Technical Editor



Using double protractors to determine the horizontal parallel alignment on the rear universal joint yoke (top photo) and on the jack shaft yoke (bottom photo.)

4. and 5.—Examine universal joints for wear and correct as necessary. Check for looseness at yoke and shaft. If yokes are distorted or damaged, replace.

6.—Improper assembly of universal joint may cause it to run off center. Check assembly and correct as necessary.

7.—Line up the propeller shaft and slip joints according to marks.

8.—Balance or replace propeller shaft.

9.—This is the least of all the causes, the most often overlooked and, yet, is most important for quiet operation. Correct alignment depends upon the use of the correct center bearing support bracket and rear spring saddles. Length of the support may be changed by adding shims between support and frame (Fig. 2). Parallel alignment of the yokes should be kept within 1°. This will result in the center line of the

rear-axle pinion running parallel with the center line of the engine crankshaft and the transmission main shaft, and/or jack shaft.

Vertical parallel may be checked by removing the universal joint crosses and placing correct size of round steel stock, 12" long in the yokes and measuring the distance from A to B and D to C (Fig. 2). The distance should be equal. Horizontal parallel may be checked by using a bevel protractor as shown in the pictures accompanying this article.

Know About Trucks?

Motor truck registrations reached an all-time high in 1949, according to the Automobile Manufacturers Association.

This all-time total was 8,028,016 units registered in 1949 in the United States.

This figure represented an increase of 57 per cent in truck registrations since 1941, while civilian population increased only 11.8 per cent.

Truck transportation in the United States employs 5,586,000, or one out of every 11 persons employed in the country.

About 72 per cent of livestock receipts of stockyards was hauled by truck in 1949, as was more than 69 per cent of live and dressed poultry.

There were 28,307 truck dealers in the United States in 1950, compared with 27,574 in 1949 and 24,992 in 1941.

Special truck taxes in 1949 exceeded \$1,105,000,000, the AMA estimated.

State registration fees for trucks amounted to \$311,212,000 and state gasoline taxes for trucks were estimated at \$410,205,000.

Truck drivers in the United States number 5,066,000, according to AMA estimates.

About 153,000 people are employed in the production of motor trucks, parts, accessories, trailers and rubber tires, while 275,000 people handle truck sales and service. Petroleum refining requires another 35,000 people, according to the AMA estimates.

SERVICE



AND MAINTENANCE

Silicone Polishes

Here is what they are
and a roundup of what
to expect them to do.

WE had been concerned as to the effect the introduction of all the new methods of restoring the high luster to the paint on the "old bus" would have on the thousands of motorists who, for years, have spent their Saturday afternoons shining up the car so it would look its best when the children were given a ride to and from Sunday School the following day.

Not only has this American habit helped the family budget, but it has given many of us a form of exercise and relaxation which could not have been accomplished otherwise. What pride we took in the job, and rightly so, because we took the little extra care to finish up the areas usually left untouched by the professional.

We can remember when we mixed motor oil and gasoline and

gave the old Maxwell a nice, shiny gloss which would last for all of 24 hours—provided it was not driven over dusty roads (and they were prevalent back in those days!).

Being so concerned, we did some investigating and found that most all of the new methods are packaged so that they may be used at home as well as at the garage or service station.

Following are some of the products offered by the better-known companies:

- 1.—Polishes without cleaning compounds.
- 2.—Polishes with cleaning com-

pounds.

3.—Liquid cleaners, to be followed with wax.

4.—Paste cleaners, to be followed with wax.

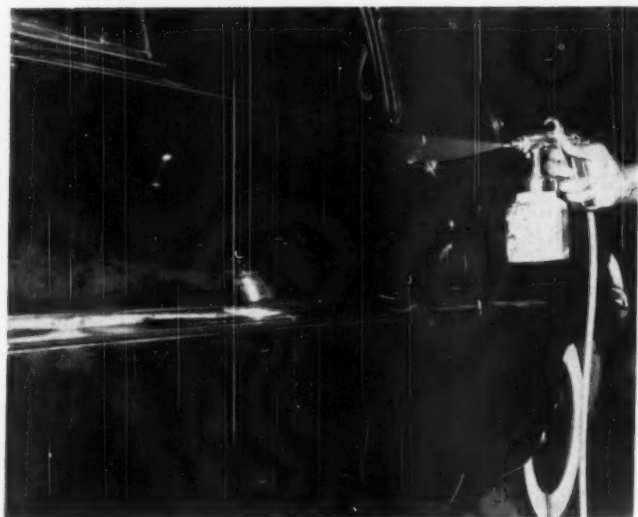
5.—Liquid wax.

By E. M. Lowery
Technical Editor



December Issue: Head-Lamp Circuit

The head-lamp circuit of passenger cars, including aiming, candlepower, wire sizes and the allowable voltage drop, will be discussed next month.



Most of the new methods are applied by a power spray.

6.—Paste wax.

7.—Liquid cleaners containing wax.

Recent developments have given us several new methods of preserving the car's exterior finish. One is the clear plastic which is sprayed on after the finish is thoroughly cleaned. This preservative will not only protect the paint but will also protect the chrome or stainless steel trim from stain. However, this method requires several hours to dry and unless the application is made in a dust-free area, disappointing results may be experienced.

Another one of the new synthetic compounds is known as silicone, and may be applied either by hand or spray. This should be allowed to dry for a few minutes and wiped off as other liquid polishes. Best results are obtained by finishing with an electric buffer.

Silicones possess much of the oxidation resistance and good dielectric properties found in glass. They also possess great water repellency which will tend to prevent water spotting of the finish. Silicone fluids will not readily evaporate and will not oxidize. Therefore they retard and/or resist oxidation of the finish. Silicones, when polished, have a very "slick," hard finish which is easily cleaned and easy to touch up, as a new application may be made over the old material.

Automobile finishes of today



The highest gloss on any finish is best obtained by power buffer.

are either synthetic enamel or lacquer. Enamel finishes when sprayed on dry out with a very high luster and the use of abrasives in cleaning may remove this luster and cause a very dead or flat finish which no polishing medium will restore. Only non-abrasive cleaners should be used on this finish. Lacquer, too, is sprayed on and dries out with a dull finish and requires rubbing out with an abrasive compound

and application of protective coating to bring out the luster. Continued use of abrasives, however, will soon cut through the lacquer and the finish is destroyed.

Why are the various finish preservatives necessary? The finish on the family car will be subjected to more chemical reactions than the average college student will witness during his tour of duty in the chemical lab. These chemical deposits found on the automobile finish have been found to contain sulphuric acid, iron oxide, calcium, arsenic, carbon, etc. All of these deposits are acidic in nature and immediately set up oxidation or "chalking."

The finishes most easily affected are those more heavily pigmented, such as maroon, dark blue, dark green and red. If this oxidation is allowed to remain on the finish for a length of time, it will penetrate the finish to the metal and rust spots will appear, and a complete repaint job may be necessary.

We have seen many beautiful finishes ruined by the use of strong soaps or cleaners when washing the vehicle. Such soaps will not only remove any protective coating but will also damage the new finish. The cleaning and preserving of all finishes should follow the instructions of the manufacturer.

(Continued on page 118)

This method is fast passing out of the picture.



Have You Been Wondering

What's Back of "ADDITIVES"?

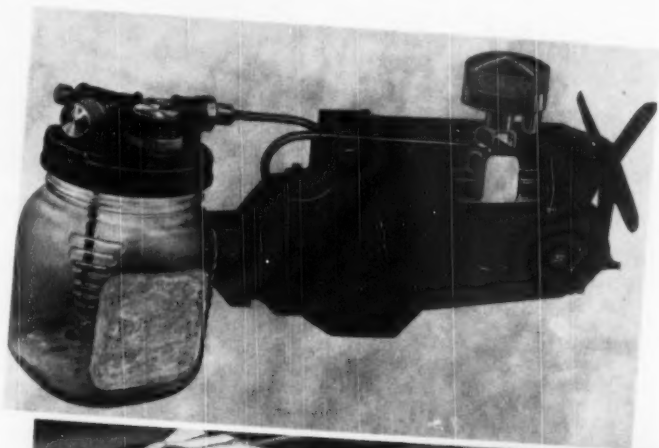
Each has its job to do and will do it well. Here's a report on various types and what you can expect.

By E. S. Harris

SOME automotive service men complain that they are not sure that they understand all they know about "practicing medicine" in their trade. The "surgery" they have mastered (anything pertaining to a wrench or machine they can handle), but when it comes to prescribing chemicals for various complaints—real and imagined—their information has been rather jumbled and they find they are left in a state of confusion.

At first, a few years ago, they began to hear about an "additive" for this purpose and that, and what a fine job it would do. Soon after, they were told that another type of additive would do still another job, if it were tossed in the proper spout at the proper time. Then someone warned them against mixing certain additives under penalty of death. Now they are hearing that some of the additives they have been buying were not all that was claimed for them, and probably didn't do any good, or harm.

Lubrication engineers who have been working for years on the project of improving lubrication oils, fuels and coolants by the use of various additives would chuckle at any attempt to cover even one phase of their long and extensive research and experimentation in the limitations of one short article (or even a short shelf of books) and that is not the purpose of this discussion. We will merely touch on the high points of the developments and experiments along this line as a reminder to the service man so he can better judge the product he sells and make proper recommendations to his customer.



Top: To be effective, an upper-cylinder lubricant must provide lubrication without dilution by engine fuel and without chemical disturbance to the crankcase oil.

Bottom photo: Tune-up oil application through the carburetor throat gives immediate improvement in performance, but the improvement is usually rather short-lived.

It isn't sensible to go overboard in the matter by falling for all wild claims—or by diving off the other side of the fence and claim

that all additives are hooey. The ignorant and superstitious voodoo medicine man in darkest Africa and our most enlightened and

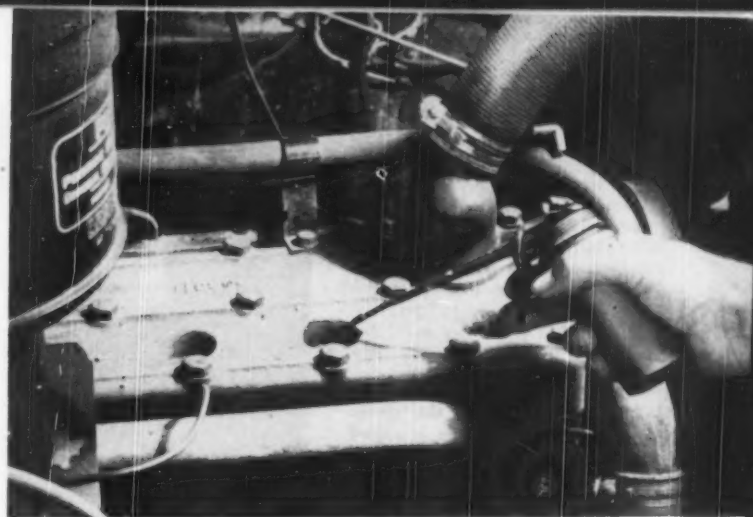
most highly trained physicians both call their prescriptions "medicine," but even if you choose not to swallow a concoction of giraffe dung and powdered soap-weed laced with sour sheep milk, you still may welcome a shot of some new antibiotic prescribed by your physician.

At this time we will not try to discuss the inhibitors used in the cooling system or the extreme pressure agents used in the gear oil, but will take a look at the additives that go in the fuel system and the crankcase, and see if they do the job they are intended to do, for it is generally assumed that additives are here to stay.

A lubricating-oil additive is a chemical compound which is added to a lubricant to improve its qualities and performance. The additive may be of one of the following types with the described function:

1.—**Anti-oxidant**—used to increase the oil's resistance to oxidation. In varying degree, all oils will oxidize when exposed to air, producing various undesirable products, like acids, that will lead to bearing corrosion and formation of sludge to clog the oiling system, and oxidized materials in the oil may link together to form varnish and lacquer on pistons and other engine parts. (Oxidation is promoted by the catalytic effect of certain engine metals.)

2.—**Anti-corrosive**—used in the oil to decrease or prevent corrosion. New metals in the bearings of modern engines to withstand higher pressures and stresses are corroded and attacked by the



Most tune-up men begin their work by applying their favorite solvent to each cylinder and allowing it to "work" while they continue their various operations.

acids formed by oxidation in the oil. Bearing corrosion may be controlled by either inhibiting oxidation completely (which is difficult to do) or by laying down a protective film on the surface of the bearing to prevent acids from reaching the metal. Anti-corrosives contain compounds that form a protecting coat over the surface of the bearings. Incidentally, this coating over metal surfaces acts as insulation and keeps them from acting as a catalyst, so the oil doesn't oxidize as rapidly, bearing corrosion is reduced and the life of the oil is extended more than if an anti-oxidant were used alone.

3.—**Detergents**—used in oil to promote general engine cleanliness. They were the first types of additives to be used in diesel en-

gines for the prevention of ring sticking and piston scuffing. "Detergent" now is the term rather loosely used to classify additives which have the property of preventing the build-up of any deposits or removing those already formed, such as carbonaceous products, lacquer, varnish or sludge. The action of "dispersion" in the lubricating oil, where the products of fuel combustion (like soot and some oil decomposition products) are held in suspension in the oil and do not accumulate to clog filters and screens so they can better function to remove abrasives from the oil stream, is usually included in the phenomenon and term of "detergency."

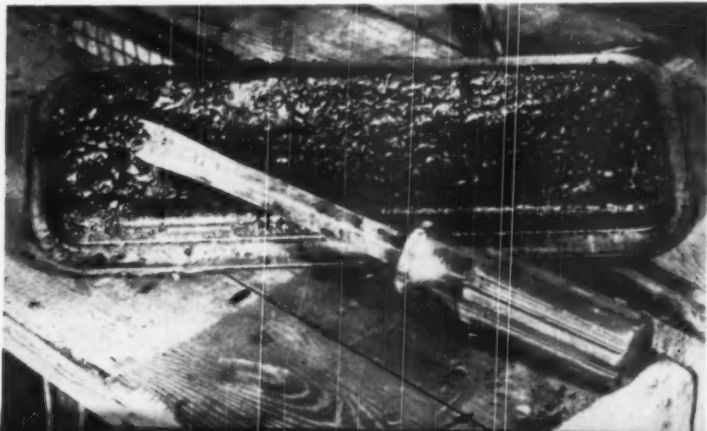
4.—**Extreme pressure agents**—used to impart high-load-carrying properties to a lubricant. (To prevent the oil film from being forced out of points of high pressure so metal seizure results.)

5.—**Pour - point depressant**—used to reduce the pour point of an oil so it will flow freely at low temperatures.

6.—**Viscosity index improver**—used to improve the viscosity-temperature relationship of lubricants. To extend the range of temperature where similar viscosity is maintained to make for easier starting with a cold engine by keeping the oil fluid at low temperatures, and to assure good body in the oil film for operation in the engine after it has become warm.

It can readily be seen that the oil that leaves the refinery in its

Detergents are used in the lubricating oil to promote general engine cleanliness by preventing the build-up of deposits or removing those already formed.



natural state does not always contain exactly what the engine needs. But the oil companies do not leave it to the mechanic to worry out the proper chemical to improve certain actions of a particular oil. They find out in their laboratories just what the natural product requires for a given operation, and they introduce the necessary additives to produce the desired results. If the oil has a natural low- or high-viscosity index, they provide the chemical, perhaps a high molecular weight compound, to correct the situation. An organic amine is added as an anti-oxidant, perhaps a metal salt of a thiophosphoric acid is the anti-corrosive. Whatever they find necessary to make a premium oil for use in the automotive engine is supplied.

But you work in a dealership, you say, and your factory service manual says not to pitch any additives or break-in oils in the crankcase; how come? The factory engineers' reason for this will usually be their fear that chemicals not compatible with the chemicals in the modern improved oils will be in the additive; a harmful compound or mixture may be introduced into the lubrication system, or that the viscosity will be lowered. They will

usually modify the statement, if the manufacturer of the additive can produce proof that his product does not contain harmful or

incompatible ingredients.

And since "medicine-man" mixtures and "harmful patent medicines" have been marketed in the automotive field, just as they have in the human medicine field, every mechanic and service operator must look sharply and consider his supplier.

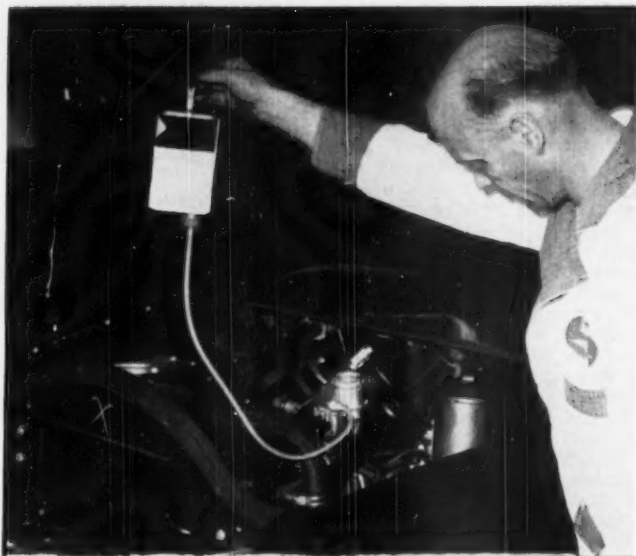
Let's take a brief look at some of the beneficial results of certain preparations and see what causes them, in analysis, and see what harm can result from the misuse of these preparations, according to reports on tests and experiments made by engineers.

The tune-up man squirts a charge of his favorite solvent in the spark-plug hole of each cylinder at the beginning of each job, and perhaps gives it another charge through the carburetor throat after the warm-up. Does he do this for the exercise?

"Hell, no!" he replies. "The performance will be improved enough so the owner can feel it. It will free up the rings and valves and give the engine extra snap and power."

He's got something there. If you don't believe it, he'll treat your engine with the solvent—without the tune-up—and you can feel the improvement.

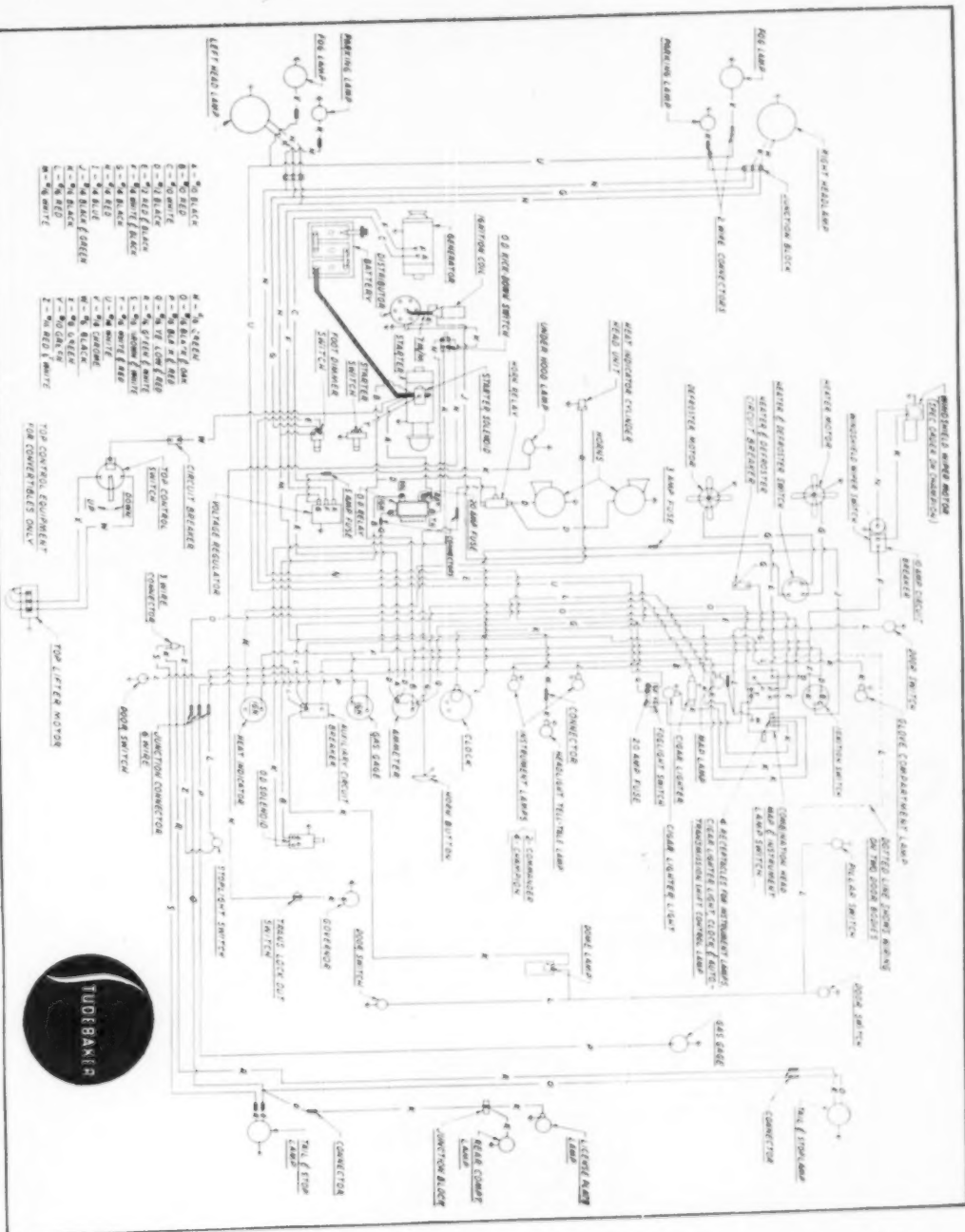
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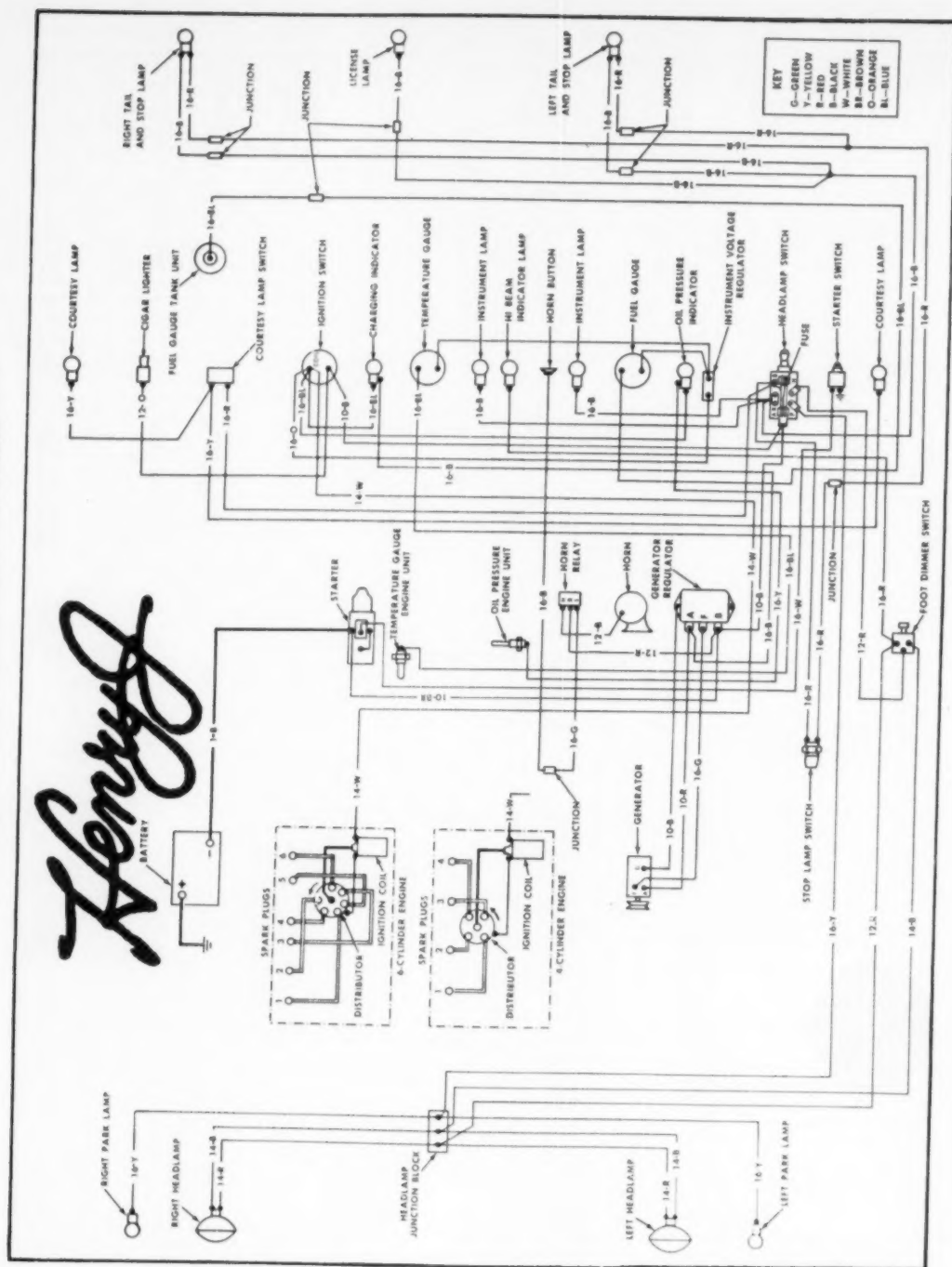
One type of solvent is applied through the fuel filler or directly through the carburetor fuel intake to dissolve gasoline gum deposits from lines, carburetor and manifold and to remove the accumulation and corrosion adhering to them.

"Dispersion" in the oil keeps decomposition products in suspension so they do not accumulate to clog filters.





Henry



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CURRENT PASSENGER-CAR SPECIFICATIONS

Engine and Equipment

MAKE AND MODEL	Std. Wheelbase	No. Cylinders and Valve Arrangement	Bore and Stroke	Turnable H. P.	Max. Rated H. P. at R. P. M.	Crankshaft Drive	Main Bearings	RINGS		OIL	Air Cleaner	Oil Filter	Vibra. Damper	Carburetor
								No. and Size Comp.	No. and Size Oil					
BUICK 40 Special	121½	8J	3¼ x 4½	30.63	115@3600	LB	5	2-.0937	1-.1875 1-.1865	6½	AC	Y	Y	St-Ca
BUICK 50 Super (except Model 52)	121½	8J	3¼ x 4½	32.51	124@3600	LB	5	2-.0937	1-.1875 1-.1865	6½	AC	Y	Y	St-Ca
BUICK Model 52	125½	8J	3¼ x 4½	32.51	124@3600	LB	5	2-.0937	1-.1875 1-.1865	6½	AC	Y	Y	St-Ca
BUICK 70 Roadmaster (except Model 72)	126½	8J	3¼ x 4½	37.81	152@3600	LB	5	2-.0937	1-.1875 1-.1865	8	AC	Y	Y	St-Ca
BUICK Model 72	130½	8J	3¼ x 4½	37.81	152@3600	LB	5	2-.0937	1-.1875 1-.1865	8	AC	Y	Y	St-Ca
CADILLAC 61	122	8J	3¼ x 3½	46.5	160@3800	LB	5	2-.0781	1-.1875	5	AC	N	Y	Ca
CADILLAC 62	126	8J	3¼ x 3½	46.5	160@3800	LB	5	2-.0781	1-.1875	5	AC	N	Y	Ca
CADILLAC 60	130	8J	3¼ x 3½	46.5	160@3800	LB	5	2-.0781	1-.1875	5	AC	N	Y	Ca
CADILLAC 76	146½	8J	3¼ x 3½	46.5	160@3800	LB	5	2-.0781	1-.1875	5	AC	N	Y	Ca
CHEVROLET Styleline and Fleetline Sp. & DeLuxe	115	6J	3½ x 3½	29.4	92@3400	G	4	2-.1237	1-.1863	5	AC	N¹	Y	HP
CHEVROLET Sty. & Fleet. (with Powerglide Drive)	115	6J	3½ x 3½	30.4	105@3600	G	4	2-.0937	1-.1863	5	AC	N¹	Y	HP
CHRYSLER Royal & Windsor	125½	6I	3½ x 4½	28.36	116@3600	Ch	4	2-.0937	2-.1562	5	b	Y	Y	Ca
CHRYSLER Saratoga & N. Y.	131½	8I	3½ x 4½	33.8	135@3200	Ch	5	2-.0937	2-.1562	6	AC	Y	Y	Ca
CHRYSLER Crown Imperial	145½	8I	3½ x 4½	33.8	135@3200	Ch	5	2-.0937	2-.1562	6	AC	Y	Y	Ca
CROSLLEY Model CD	90	4J	2½ x 2½	10	26.5@5400	G	5	2-.0625	2-.155	2	AC	Y	N	T
DeSOTO S-14 DeLx. & Custom	125½	6I	3½ x 4½	28.36	112@3600	Ch	4	2-.0937	2-.1562	5	b	Y	Y	Ca
DODGE Coronet & Meadow	123½	6I	3½ x 4½	25.35	103@3600	Ch	4	2-.0937	2-.1562	5	b	Y	Y	St
DODGE Wayfarer	115	6I	3½ x 4½	25.35	103@3600	Ch	4	2-.0937	2-.1562	5	b	N	N	St
FORD & Custom 8 Cyl.	114	8I	3½ x 3½	32.5	100@3600	G	3	2-.093	2-.186	5	Y	N¹	Y	Own
FORD & Custom 6 Cyl.	114	6I	3.3 x 4.4	26.1	96@3300	G	4	2-.093	2-.186	5	Y	Y	Y	Ho
FRAZER Std. & Man.	123½	6I	3½ x 4½	26.3	115@3650	K	4	2-.0925	2-.1550	5½	AC	Y	Y	Ca
HUDSON Pacemaker	119	6I	3½ x 3½	30.4	112@4000	Ch	4	2-.078	2-.1875	7	Y	N	Y	Ca
HUDSON Super 6	124	6I	3½ x 4½	30.4	123@4000	Ch	4	2-.078	2-.1875	7	Y	N	Y	Ca
HUDSON Super 8	124	8I	3 x 4½	28.8	128@4200	G	5	2-.093	2-.1875	7	Y	N	Y	Ca
HUDSON Hornet	124	6I	3½ x 4½	34.9	145@3800	Ch	4	2-.093	2-.1875	7	Y	N	Y	Ca
KAISER Spec. & Del.	118½	6I	3½ x 4½	26.3	115@3650	K	4	2-.0925	2-.1550	5½	AC	Y	Y	Ca
HENRY J	100	4I	3½ x 4½	15.63	68@4000	G	3	2-.0925	1-.186	4	f	N¹	N	Ca
HENRY J DeLuxe	100	6I	3½ x 3½	23.44	80@3800	G	4	2-.0925	1-.186	5	f	N¹	Y	Ca
LINCOLN Cosmopolitan	125	V8	3½ x 4½	39.2	154@3600	G	3	2-.0933	1-.186	6½**	AC	Y	Y	Ho
LINCOLN	121	V8	3½ x 4½	39.2	154@3600	G	3	2-.0933	1-.186	6½**	AC	Y	Y	Ho
MERCURY	118	V8	3½ x 4	32.5	112@3600	G	3	2-.0933	2-.186	D	AC	Y	N	Ho
NASH Statesman	112	6I	3½ x 4	23.44	85@3800	Ch	4	2-.0930	2-.1547	5	AC	N	Y	Ca
NASH Ambassador	121	6J	3½ x 4½	27.34	115@3400	Ch	7	2-.0930	2-.1547	6	AC	N	Y	Ca
NASH Rambler	100	6I	3½ x 3½	23.44	82@3800	Ch	4	2-.0930	2-.1547	5	AC	N	Y	Ca
OLDSMOBILE 76	119½	6I	3½ x 4½	29.9	105@3400	LB	4	2-.0937	2-.1875	5	AC	N	Y	Ca
OLDSMOBILE 88 & 98	j	8J	3½ x 3½	45.0	135@3600	LB	5	2-.087	1-.1875	5	AC	N	Y	V
PACKARD "200"	122	8I	3½ x 3½	39.2	135@3600	Ch	5	2-.0935	1-.1865	7	AC	N	Y	Ca
PACKARD "300"	127	8I	3½ x 4½	39.2	150@3600	Ch	5	2-.0935	1-.1865	7	AC	Y	Y	Ca
PACKARD "400"	127	8I	3½ x 4½	39.2	155@3600	Ch	9	2-.0935	1-.1865	7	AC	Y	Y	Ca
PLYMOUTH P-19 DeLuxe	111	6I	3½ x 4½	25.35	97@3600	Ch	4	2-.0937	2-.1562	5	f	N	N	Ca
PLYMOUTH P-20 DeLuxe & Sp. DeLuxe	118½	6I	3½ x 4½	25.35	97@3600	Ch	4	2-.0937	2-.1562	5	f	Y	N	Ca
PONTIAC 6	120	6I	3½ x 4	30.4	90@3400	M	4	2-.0937	1-.1875	5	AC	N	Y	Ca
PONTIAC 8	120	8I	3½ x 3½	36.4	108@3600	M	5	2-.0937	1-.1875	5	AC	N	Y	Ca
STUDEBAKER Champ. 10G	115	6I	3 x 4	21.6	85@4000	G	4	d	1-.1562	5	AC	A	Y	Ca
STUDEBAKER Cmdr. H.	115	V8	3½ x 3½	36.4	120@4000	G	5	2-.078	1-.1865	6	AC	A	Y	St
STUDEBAKER Land C. H.	119	V8	3½ x 3½	36.4	120@4000	G	5	2-.078	1-.1865	6	AC	Y	Y	St
WILLYS Jeepster & Sta. Wag.	104	4F	3½ x 4½	15.6	72@4000	G	3	2-½"	1-½"	4	HH	N¹	N	Ca-Zn
WILLYS Jeepster & Sta. Wag.	104	6I	3½ x 3½	23.4	75@4000	G	4	2-½"	1-½"	4	AC	N	Y	Ca-Zn

**—4½ dry, 6 refill

A—Accessory

AC—A.C. Spark Plug

b—A.C. and Industrial Wire Cloth

Products

Ca—Carber

Ch—Chain

D—6 dry, 8 refill

d—Top .0937, Middle .125

F—F Head motor

f—A. C. United Specialties and Industrial Wire Cloth Products

G—Gear

HH—Hondaille-Hershey

Ho—Holley

I—1, Head motor

j—".65", 118½, ".78", 122

J—Overhead valve

K—Link Belt or Morse

LB—Link Belt

M—Morse

N¹—Optional at extra cost

N—No

RP—Rochester

Products

St—Stromberg

T—Tillotson

V—Various

Y—Yes

Zn—Zenith

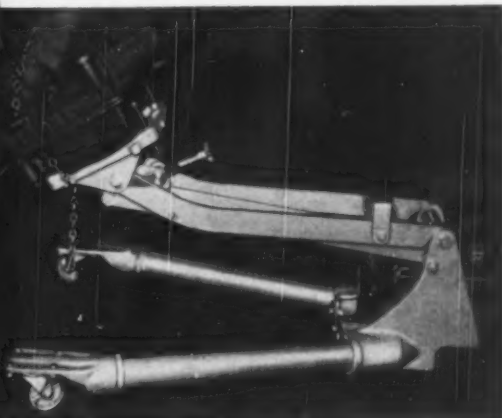
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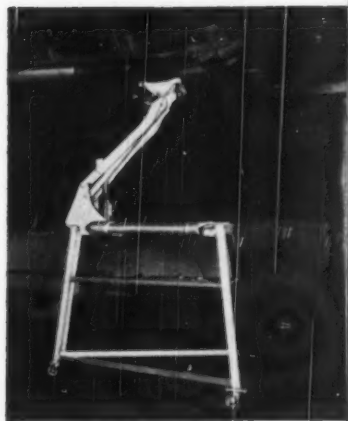
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CURRENT PASSENGER-CAR SPECIFICATIONS

Timing, Battery, Brakes, Etc.

MAKE AND MODEL	IGNITION AND TIMING							Battery	Clutch Facings				Brakes			
	Breaker Gap (°)	Spark Plug Gap (°)	Tappet Clearance Intake (°)	Tappet Clearance Exhaust (°)	Intake Valve Opens b or a TDC	Cam Angle (degrees)	Breaker Point Arm Tension (oz.)	Cyl. Head Bolt Tension (ft. lbs.)	Cap. and Ter. Gd.	Cool. System (Qts.) No heater	Make	Thickness	Outside Diameter	Inside Diameter	Type	Parking Brake
BUICK 40 Special.....	15	26	15h	15h	13°b	X	19-23	65-70W	100N	13	L Bb	.125 10	6	H	RW	
BUICK 50 Super.....	15	26	d	d	13°b	X	19-23	65-70W	100N	13	L Bb	.125 10	6	H	RW	
BUICK 70 Roadmaster.....	15	26	d	d	14°b	X	19-23	65-70W	120N	17½	None	used		H	RW	
CADILLAC 61.....	13-18	36	au	au	24°b	31	19-23	65-70	115N	18	L³	.137 10½	7	H	RW	
CADILLAC 62.....	18-18	36	au	au	24°b	31	19-23	65-70	115N	18	L³	.137 10½	7	H	RW	
CADILLAC 60.....	13-18	36	au	au	24°b	31	19-23	65-70	115N	18	L³	.137 10½	7	H	RW	
CADILLAC 76.....	13-18	36	au	au	24°b	31	19-23	65-70	115N	18	L³	.137 11	7	H	RW	
CHEVROLET Styleline and Fleetline Sp. & DeLuxe.....	18	36	06h	13h	1°a	34	17-21	70-80W	100N	15	O	.135 9½	6½	H	RW	
CHEVROLET Sty. & Fleet. (with Powerglide Drive).....	18	36	d	d	16°b	34	17-21	70-80W	100N	16	None	used		H	RW	
CHRYSLER Royal & Windsor.....	20	35	06h	10h	12°b	34½-36	17-20	EW	120P	17	Bb	.125 9½	6	H	Ps	
CHRYSLER Saratoga & N. Y. CHRYSLER Crown Imperial.....	18	35	06h	10h	12°b	27-30	17-20	EW	135P	21	Bb	.125 10	6	H	Ps	
CROSLLEY Model CD.....	20	26	04	06	5°b	46	17-20	No	90P	4	O	.125 6	4	G	AW	
DeSOTO S-14 DeLx. & Custom.....	20	36	06h	10h	12°b	34½-36	17-20	EW	114P	17	Bb	.125 9½	6½	H	Ps	
DODGE Cor., Mead. & Way.....	20	35	06h	10h	8°b	34½-36	17-20	EW	105P	15	Bb	.125 9½	6	H	Ps	
FORD & Custom 8 Cyl.	14-16	28-32	13-15	17-19	5°b	26-28½	17-20	65-70	90P	22	L	.128 9½	6	H	RW	
FORD & Custom 6 Cyl.	24-26	28-32	9-11	13-16	11°b	35-36	17-20	65-70	100P	17.3	L	.125 9½	6	H	RW	
FRAZER Std. & Man.	20	32	14	14	10°b	38	17-20	30-35c	100P	13	T	.136 9½	6	H	RW	
HUDSON Pacemaker.....	20	32	08	10	7½°b	38	17-20	70-75W	100P	18½	O	.203 9½	6½	D	RW	
HUDSON Super 6.....	20	32	08	10	7½°b	38	17-20	70-75W	100P	18½	O	.203 9½	6½	D	RW	
HUDSON Super 8.....	17	32	08	10	10½°b	27	17-20	45-60W	120P	18½	O	.203 9½	6½	D	RW	
HUDSON Hornet.....	20	32	08	10	7½°b	38	17-20	70-75W	120P	18½	O	.203 9½	6½	D	RW	
KAISER Spec. & DeLuxe.....	20	32	14	14	10°b	31-37	17-20	80-90c	100P	13½	Bb	.126 9½	6	H	RW	
HENRY J.....	20	30	16	16	9°b	41±1	17-20	60-65	100P	10.8	Bb	.132 8½	5½	H	RW	
HENRY J DeLuxe.....	20	30	16	16	5°b	38±1	17-20	60-65	100P	9	Bb	.138 8½	5½	H	RW	
LINCOLN Cosmopolitan.....	14-16	29-32	au	au	5°b	26-28½	17-20	65-70	120P	34½	L	.125 10½	7	S	RW	
LINCOLN.....	14-16	29-32	au	au	5°b	26-28½	17-20	65-70	120P	34½	L	.125 10½	7	S	RW	
MERCURY.....	14-16	29-32	11c	15c	10°b	26-28½	17-20	65-70	100P	22½	Bb	.125 10	6½	S	RW	
NASH Statesman.....	18-24	30	15	15	6°b	35	17-21	60W	90P	14	Bb	.125 9	5½	H	RW	
NASH Ambassador.....	18-24	30	15	15	8½°b	35	17-21	70W	105P	17	Bb	.125 10	7	S	RW	
NASH Rambler.....	18-24	30	15h 16c	15h 18c	6°b	35	17-21	60-65W	90P	11	Bb	.125 8	5½	H	RW	
OLDSMOBILE 76.....	20	40	08h	11h	5°b	35	17-21	60-70W	100N	18½	Bb	.126 10	7	H	RW	
OLDSMOBILE 88 & 98.....	12-17½	30	14°b	22	19-23	60-70W	115N	21½	H	RW	
PACKARD "200".....	12½	26-30	07	10	15°b	Z	U	30-62	100P	19.9	L	.125 10	6½	H	RW	
PACKARD "300".....	17½	26-30	au	au	15°b	Z	U	30-62	100P	19.9	L	.125 10½	7	H	RW	
PACKARD "400".....	17½	26-30	au	au	15°b	Z	U	30-62	120P	19.9	au	au	au	H	RW	
PLYMOUTH P-19 DeLuxe.....	20	35	08h	10h	12°b	34½-36	17-20	EW	100P	15	Bb	.125 9½	6½	H	Ps	
PLYMOUTH P-20 DeL. & Sp. DeL.....	20	35	08h	10h	12°b	34½-36	17-20	EW	100P	15	T	.125 9½	6	H	Ps	
PONTIAC 6.....	22	25	11-13	11-13	5°b	36	17-21	60W	100N	18	Im	.125 9½	6	S	RW	
PONTIAC 8.....	16	25	11-13	11-13	5°b	26	19-23	60W	100N	20½	Im	.125 10	6	S	RW	
STUDEBAKER Champ. 10G.....	20	22-27	16c	16c	15°b	38½	17-20	46-50W	100P	10	Bb	.125 8	5½	H*	RW	
STUDEBAKER Comdr. H.....	13-18	33-37	14-16	14-16	11°b	22-29	17-20	49-50W	100P	17½	Bb	.125 9½	6	H*	RW	
STUDEBAKER Land C. H.....	13-18	33-37	14-16	14-16	11°b	22-29	17-20	46-50W	100P	17½	Bb	.125 9½	6	H*	RW	
WILLYS Jeepster & Sta. Wag.....	20	30	18	16	9°b	51	17-21	60-65	100N	11	Bb	.135 8½	5½	H	RW	
WILLYS Jeepster & Sta. Wag.....	20	30	14	14	5°b	38½	17-21	60-65	100N	9	Bb	.135 8½	5½	H	RW	

ABBREVIATIONS

1-16" on DeLx. with std. 3-speed transmission.
 2-7" on DeLx. with std. 3-speed transmission.
 3-Series 61, 76 and 86 Comm.—Hydra-Matic Trans. Std. on 62-66 Series.
 4-Self-adjusting, self-centering
 5-After
 6-Automatic
 7-All Wheels

b-Before
 Bb-Borg & Beck
 c-Cold
 d-Hydraulic valve lifters
 D-Due Automatic
 E-Nuts 62 to 67, cap screws 68 to 79
 f-without heater. With heater add 1 qt.
 G-Hydraulic Spot-Die
 H-Hydraulic

h-Hot
 Im-Inland Mfg.
 K-Hydraulic; disc type
 L-Long Mfg.
 N-Negative
 O-Over
 P-Positive
 Ps-Propeller shaft, rear transmission.
 RW-Rear service brake
 S-See Servo

T-Borg & Beck, and Auburn
 U-Auto-Lite 19-23, Delco 17-21
 W-Warn
 X-Do not recommend using dwell meter for setting breaker point gap
 y-Tolerance of one degree, plus or minus, allowed in adjusting
 Z-Auto-Lite 27, Delco 21

CASCO... Best Bet for Bigger Sales!

IS YOUR
AUTOFAN

• NOISE
• JITTER
• GUNNED
• INEFFECTIVE?

Make it like new with a
CASCO
RUBBER-BLADED FAN
HUB ASSEMBLY

Also all the rubber
bladed assemblies
described in this ad.

\$1.75



CASCO GLASS WINDSHIELD DEFROSTER

• Securely fastens to windshield with 4 large suction cups. Knurled brass nuts permanently attached to frame. Allows one positioning of suction cups for entire season. Defrosting unit easily removed until needed again.

NATIONALLY
ADVERTISED
in Saturday Evening Post,
Callie's and other
top magazines!

No. A-15 for 6 volt systems LIST \$340

No. A-16 for 12 volt systems LIST \$390

Finest! Most Dependable!

CASCO SPOTLIGHTS

INNER CONTROLLED! SEALED BEAMS!



• Pierces deepest darkness • Turns in complete circle... left or right, up or down • Comfort grip with fingertip switch • Smart, streamlined chrome-plated • Separate pre-assembly insures no electrical disconnections.

JUNIOR: No. S40, Thru-the-Past Mounting LIST \$1650

No. S35, Thru-the-Door Mounting LIST

STANDARD: No. S41, Thru-the-Past Mounting only LIST \$1700

Fair Traded

Winter Sales Winners!

HUB REPLACEMENT ASSEMBLY for 6" RUBBER-BLADED FANS

A huge market awaits you this Fall and Winter for replacing wornout 6" rubber-bladed fans of any make with a Casco Hub Assembly. Motorists need their fans in good working order to remove the blur of sleet and snow from their windshield shields. You get 6 Hub Assemblies in merchandising package, attractively mounted on selling No. F-14 display. Order now, and cash in.

CASCO 2-SPEED
6" RUBBER-BLADED
AUTO FAN No. F-11 LIST \$750

• Chrome-plated metal trim and swivel arm • Die-cast motor case • Universal mounting bracket.



NEVER FAILS TO GIVE SAFE VISIBILITY
THROUGH SLEET, ICE, SNOW AND FOG!

• New Exclusive Switch-Control Plug provides positive "on and off" heat control.
• Unplugs at defroster with a simple "pull-off" operation.

ONLY WINDSHIELD DEFROSTER MADE
WITH SWITCH-CONTROL PLUG!

Now... = I
IN SALES
Coast to Coast!

CASCO VISORS



Outstanding in style, finish and value! One models fits 90% of all cars. Choice of two beautiful, long-lasting finishes: Pearl gray Hammerloid enamel on smooth aluminum (V-15 Series); silvery anodized aluminum, embossed and rigid. (V-1 Series.)

MODELS V-15 and V-1 fit all 1946-50 cars with center windshield dividers except 1947-50 Studebakers and 1948-50 Hudson • MOD-815 V-16 and V-2 fit Studebakers with windshield divider and 1939-40 Fords • MODELS V-17 and V-3 fit all 1946-50 cars with one-piece windshields except 1948-50 Hudson and 1947-50 Studebakers. Fair Traded

\$1875

CASCO

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PRODUCTS CORPORATION • BRIDGEPORT 2, CONNECTICUT

Southeast Repr: LAWRENCE M. HIRSIG & CO.,
201 Hildebrandt Bldg., Jacksonville 2, Fla.

Southwest Repr: HIRSIG-FRAZIER COMPANY
Box 1140, 807 Cotton Exchange Bldg., Dallas, Texas

Readers are invited to contribute to—

SHOP TALK—

KEYS TO OUR FUTURE

Beckley, W. Va.

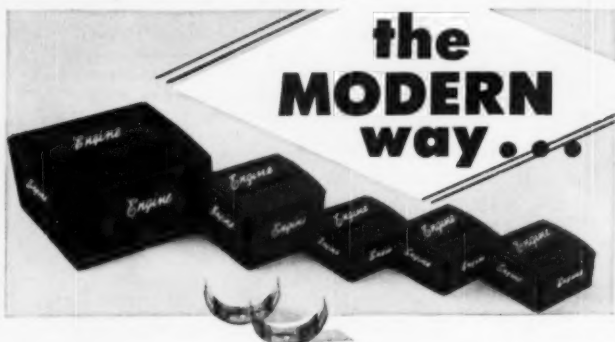
Dear Sir:

The organization of personnel in a business can mean success or failure. If the management doesn't care, the employees don't care.

A successful organization must have a general manager, common-

ly known as the "boss." Then come the different departments—office, sales, parts, service, etc. Each department must have a "boss" with full responsibility, and don't forget he or she must have authority covering his respective department. Make the department head responsible and don't fail to make him boss of his work.

A column of informal comments about the automotive trade and its problems.



install COMPLETE SETS of JOHNSON BEARINGS

MOTOR PERFORMANCE will be greatly improved with a complete set of new bearings. So, while the motor is down, it is wise to replace all bearings, regardless of condition. The labor charge will remain virtually the same . . . the bearing cost is comparatively small . . . only about $\frac{1}{3}$ to $\frac{1}{5}$ of the complete job. The modern way is to recommend a complete set of new Johnson Bearings.

Johnson Bearings are packed in complete sets for all leading makes of cars, trucks and buses. They are available at automotive jobbers everywhere.

Know the Johnson
Bronze line . . . Write
today for catalog.

Johnson Bronze
LIVE BEARING HEADQUARTERS

565 SOUTH MILL STREET • NEW CASTLE, PA.



W. M. Duncan was elected president of the Automobile Dealers Association of West Virginia at the recent convention. He is a Dodge-Plymouth dealer at Beckley.

Don't interfere with his employees. If you see an employee doing something off color, contact the department head and warn him to correct it, and if it continues I suggest a change of department head.

Nothing is more pleasing for a business man than to learn his entire organization is pulling for him and takes pride in being a part of his organization. Rivalry between departments is a must to make a business healthy, but it must be friendly and that can be had by the department heads being able to give and take.

Along with the rivalry there also must be a keen spirit of cooperation existing between the departments, and the customers should be able to detect such a spirit. Never allow the buck to be passed from one department to the other. Each department head should try to hold up the other in the eyes of the customer. If that department continues to fall

Please address any comments to: Shop Talk, Southern Automotive Journal, 806 Peachtree St., N. E., Atlanta 5, Ga.

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The right Brake Material for
EVERY reline job — **BAR NONE**



Only
Gatke
Gives You

ALL



Gatke
A GREAT NAME IN BRAKE LINING

GATKE CORPORATION—Automotive Division
General Offices: 228 N. LaSalle St., Chicago, Ill.

Factories at: Warsaw, Indiana and North Brookfield, Massachusetts

- 2 More Profit on every reline job.
- 3 Brake Liners that go on **FAST**—adjust quickly and bring repeat business.
- 4 More value per dollar for every kind of customer—those who want the **BEST**; those who want **SAFETY** at a Saving; and operators of Taxi-Cabs, Trucks, Tractors, and Trailers.
- 5 Personalized Colorful Advertising that helps you sell.
- 6 Simplified Catalogs that save your time.
- 7 Leadership in Brake Lining Development that gives you the **BEST THINGS FIRST**.

New
Progressive BIG

Gatke DUZ-ALL SYSTEM

"... the most important development for Brake Reline Shops since the invention of moulded automotive brake lining."

Don't overlook this one! The future of your Brake Lining Business is involved.

Ask your Gatke **JOBBER**

down, it becomes a job for the manager and department heads to work out behind closed doors.

At no time should an employee be reprimanded openly. It is embarrassing for all who hear it and cheapens the one in charge in the eyes of those who hear it.

The sales department is the largest department I have in my organization. There are 30 employees in the organization and all 30 sell. Each one feels, and rightfully so, that he or she is responsible for selling something to

someone. Each one has a following and uses it.

I think every individual in a business organization should be encouraged to participate in a certain amount of civic activities and become a leader in the community. This can be done by allowing them some time away from their work to do it, and then the departmental cooperation will play a part in overlapping of duties or pinch-hitting when one is away on a civic mission.

The organization takes pride in

the "boss" taking part in community projects and striving to make the community a better place in which to live. It is just as important to keep every member of your organization sold on the product you handle as it is to keep the customer sold. You must believe in the product yourself before you can sell it.

Another very important item to remember is training your organization in the art of handling a customer who just will not be satisfied, and you can't teach that unless you can do it yourself, so the teaching starts at home.

If an employee gets in the rut and becomes disgruntled, don't allow it to go on, as there is always some reason for his actions and if checked into in time both may be saved. We hate the word "fire." If a misfit accidentally gets into our organization, he soon quits or falls in line. We rarely ever "fire" anyone. At our place we install temperature controls and "temper controls," the latter on ourselves.

I firmly believe there are better opportunities today than ever before for good employees who are conscientious and sincere in their efforts to do a good job and I honestly believe that type of person is getting more recognition now than ever before.

It would be a wonderful world if everyone were to strive to do a good job. I wonder when it will happen.

W. M. DUNCAN
Duncan-Catron Motor Co.,
Inc.

THAW 'EM OUT

Accident, Maryland

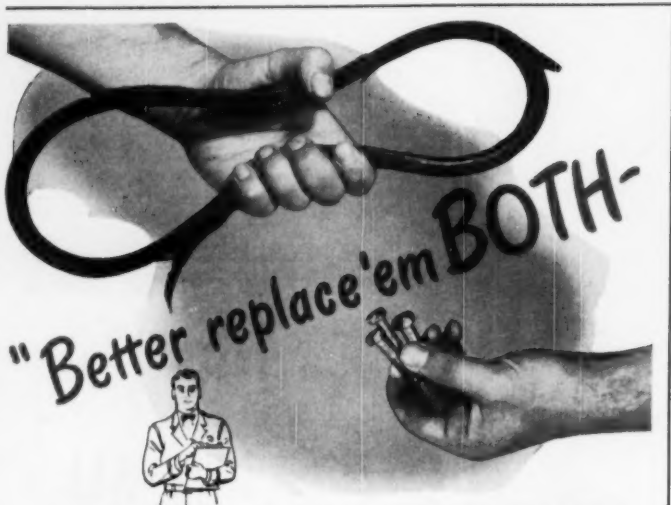
Gentlemen:

Last spring in your paper there was a write-up about a man putting an oil burner in his garage and using old motor oil through a filter to heat his place. I am interested in this set-up for my place.

Could you tell me where to get the oil filter, etc?

F. E. SPOERLEIN
Spoerlein's Garage (Chrysler-Plymouth)

Tom Frost, Ford-Mercury dealer at Warrenton, Va., has used a heating plant of this type for several years. Pontiac Master Auto Service, Augusta, Ga., installed one last year. They could give you more information about how the



...BOLTS WEAR OUT, TOO!"

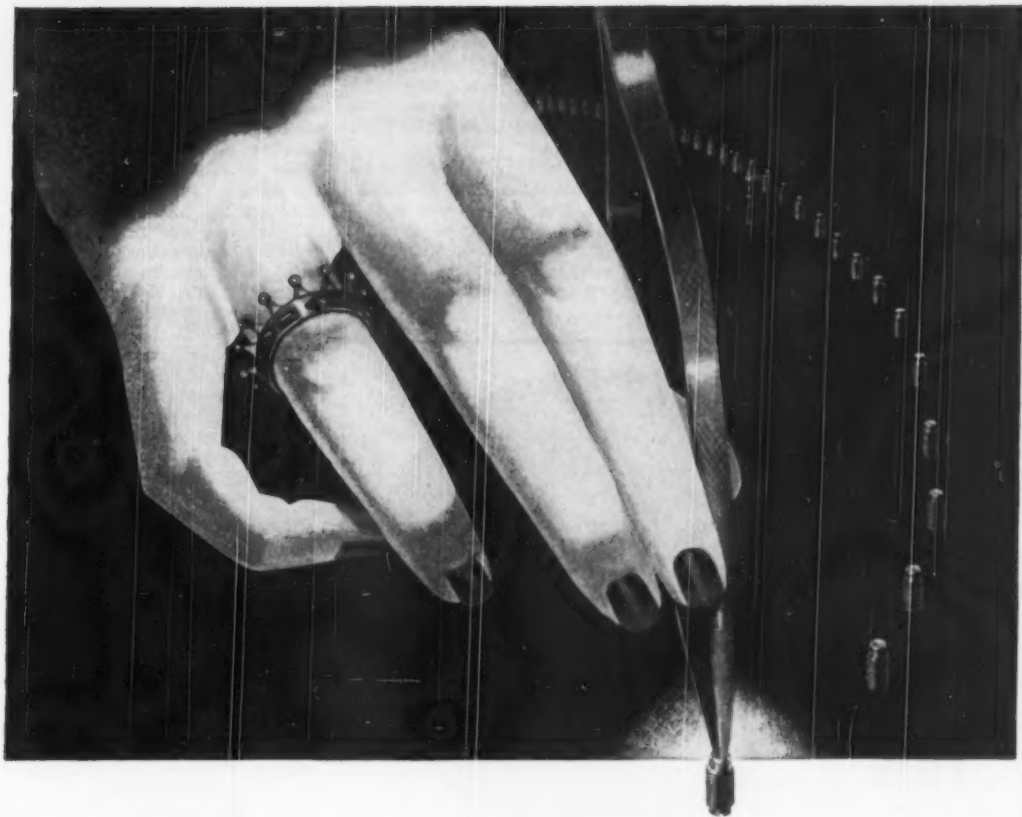
When a fan belt becomes frayed and worn it calls for replacement —right? But what about rusty or bent bolts and nuts? Do you make it a practice to replace those, too?

Many shops make it standard procedure to use only new bolts and nuts on all repair jobs. They find it pays in extra profits, faster assembly and extra customer satisfaction.

THE LAMSON & SESSIONS COMPANY

General Offices: 1971 West 85th Street, Cleveland 2, Ohio
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Automotive Fasteners
LAMSON & SESSIONS



skilled hands *Guard Filko Quality!*



In the extremely delicate assembly operations involved in the creation of ignition parts, the skilled hands of Filko Craftsmen are essential to Filko Standards

of Precision. The jewel-like precision of the tiny Contact Points shown here, exemplify the skilled craftsmanship which is embodied in every "Crown Jewel of Ignition"!

Your Filko Jobber will be glad to give you full details on the Filko *extra value* Line and the Filko Distribution Policy, which assures fair treatment to all. See him TODAY!

Filko
"the Crown Jewels of Ignition"
 contact sets • caps and rotors • coils
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SOUTHERN AUTOMOTIVE JOURNAL for NOVEMBER, 1953

system works. There are some bugs to an efficient system for which you must watch out.

KEEP A' TALKIN'!

Jackson, Miss.

Gentlemen:

You fellows are to be congratulated on that Florida article (page 63, August issue) on inspection and safety.

W. A. Todd, Manager
Southern Sales Co.

Safety Program Pays

(Continued from page 64)

them put in shape. In case an owner persisted in driving a car that had not been inspected and approved, he could be fined \$200, sentenced to 60 days on the streets, 30 days in jail or all three.

If a safety program is to succeed, it must have teeth in it—and the citizens must be educated to be safety-conscious. Along with the safety inspections, we have cracked down on violators of traf-

fic regulations. Recently, for example, we've had a drive on to get people to stop at all stop signs—not just slow down. We've publicized the drive, we've warned drivers who go through signs and, above all, we've emphasized that we don't want the drivers' fines; we just want them to obey the signs for safety's sake. Education is a big part of the job.

How have the inspections affected shop operations and the attitude of customers toward maintenance? Let A. C. Hutto, service manager of Williams Motor Co. (Pontiac-GMC), tell you:

"During the first inspection, we sold completely out of some parts and just couldn't handle all the work. This year cars were in much better mechanical condition. We did a good deal of pre-inspection checking. During the second week of the inspection we had a lot of extra brake work.

Fixed Up Rejected Cars

"After the inspection we did some work fixing up cars that had been rejected. The attitude of these customers was surprisingly good. Only one or two per cent of them really complained about it. We took special care to explain just why the work was needed and to show the customer that the city mechanic had a good reason for rejecting the car. The police had asked our special cooperation and we gladly gave it.

"There is evidence that owners are more conscious of the mechanical condition of their cars than they were before the inspections began. One fleet, for example, now has brakes, lights and other units checked by us weekly. It used to have the checks made monthly."

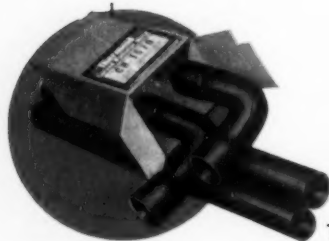
The state highway patrol, which has worked with us to set up the program, has called our program a test case. They say that the results—which can be backed up with figures and experiences—can help convince people that inspections and safety-emphasis can reduce accidents, within a town or on a statewide basis.

With the cooperation of the police, the courts and the citizens, safety inspection will work—in a small city or a large one. We've tried it and we know.

Increasing safety on the streets and highways is important to every citizen and doubly important to anyone in the automotive industry. It's worth working for.

Get This Straight!

... or get it curved. It's Thermoid Radiator Hose and it is easy to stock, handle and display. Made to original equipment specifications—resists deterioration and the action of chemicals and anti-freeze. Most important, Thermoid Radiator Hose gives you complete car and truck coverage with fewer part numbers. Lengths and sizes boxed and labeled for quick use. Specially designed rack provides convenient storage and attractive display.



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Brake Linings • Fan Belts • Radiator Hose
• Hydraulic Brake Parts and Fluid • Clutch
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Process Equipment.

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GENUINE **Ford** PARTS

mean more business for you!



Record-breaking sales of Genuine Ford Parts reflect the steadily growing demand by Ford owners for the replacement parts that are made right to fit right and last longer. Keeping Fords all Ford is becoming more and more recognized as the right thing to do.

THIS MEANS MORE FORD SERVICE BUSINESS FOR YOU:



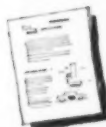
Customer Satisfaction—with the right parts that save Ford owners time, money and assure long lasting, efficient and economical performance.

National Advertising

—Throughout the year, consistent national advertising urges Ford owners to see you for Genuine Ford Parts.



Convenient Wholesale Service—your nearest Ford Dealer is a distributor for Genuine Ford Parts, ready to serve you at all times.



Timely News Bulletins—designed to keep you up to date on latest service techniques . . . parts data . . . product information . . . if you are not already receiving these bulletins, ask your Ford Dealer to put you on the mailing list, today.



Put this sign to work for you . . . bring in more Ford service business. Get complete details from your Ford Dealer.

FORD Division of FORD MOTOR COMPANY

The Dealers' Future

(Continued from page 67)

enced sales organization. We have had the experience of scouting and screening and training salesmen. We also had the experience of not having an organized sales force when we needed it.

At the moment we are selling 70 to 80 new cars and trucks a month, and 100 to 110 used cars at retail level. Perhaps we could do the same volume with fewer salesmen. But we are keeping our

operation flexible by taking the long-range view.

At this writing there has been no analogy between the present situation and World War II. Right now there is no reason for any person being caught with an old car under him. Those still driving an old car are doing so because it is their wish or a financial necessity.

According to a statement at hand, when all states are tabulated, new-car registrations for July are expected to total 540,000

units. June total reached an all-time high of 583,937. This staggering volume could not possibly continue without end.

With so many new cars in the hands of motorists—and used-car lots loaded with late-model cars—I can not shut out the vision of a competitive selling situation ahead.

There is going to be some excitement over the 1951's. But when that has subsided, I expect to plunge right into stiff selling.

We can expect new cars from the production line, though the number may be limited in comparison to the last two years. There still will be sufficient new cars available to tax a fully-experienced sales organization.

This is the thinking that prompted us to keep our entire organization intact—flexible to the point of coping with any situation that might arise.

Ours is a business where the personnel must live with it from day to day in order to keep abreast and function as a team. An organization, working together for a long time, must be flexible to endure. Such an organization can adapt itself to circumstances overnight. Flexibility is the outgrowth of teamwork—no more, no less!

Fred Haller's Job

(Continued from page 73)

dealer convention. On sunny weekends when he is in town, he may be found at the Columbia Country Club where he goes around the golf course in the high 80's.

With NADA duties taking him all over the country, Haller wondered how he was going to get in his Miami winter vacation. That will work out nicely. The NADA convention will be held in Miami in January.

His traveling schedule is full for the next six weeks but Christmas will find him back in Washington.

White Heads Cushing Group

Mack White, Oldsmobile dealer, was recently elected president of the Cushing, Okla., Automobile Dealers Association. F. W. Foresee, Chevrolet dealer, was named vice-president and Ward Newport, Pontiac dealer, was named secretary-treasurer.

STOPPERS at the SHOW!

EIS

Recognized as the standard for replacement. Designed, manufactured, packaged and priced to meet the needs of service stations and distributors.

THE COMPLETE BRAKE PARTS LINE THE COMPLETE BRAKE PARTS LINE THE COMPLETE BRAKE PARTS LINE

STEP ON YOUR BRAKES AT BOOTH NOS. C236-2361

Order from Your Jobber or Write Us Direct

WIS AUTOMOTIVE CORP., MIDDLETON, CONN.

FILES - FLAMES - FAMES

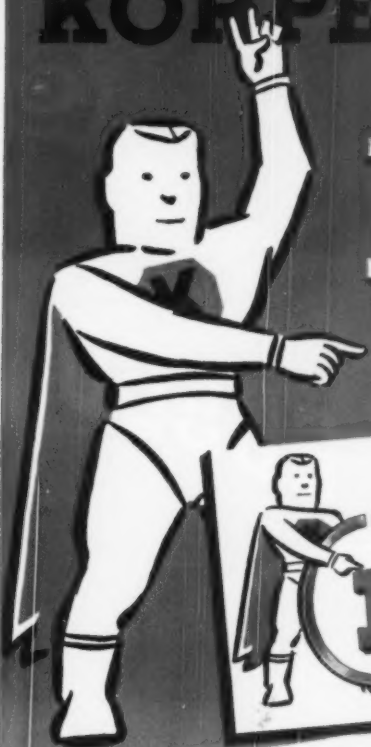
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KOPPERS K-SPUN

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NEW LIFE

IN 2 WAYS!



NEW LIFE FOR YOUR RERING JOBS!



Better jobs, fewer comebacks, more satisfied customers, bigger profits—because Koppers K-Spun Piston Rings are twice as strong as ordinary rings; have 50% more spring, four times greater resistance to combustion shock; are guaranteed against breakage for the life of the engine—due to unique centrifugal casting method!

NEW LIFE FOR ALL YOUR SALES!



Koppers great 1950 Advertising and Merchandising program—because it sells motorists on you as the Mr. Big of automotive service, boosts your know-how, your reputation for fine, economical service—with powerful advertising in *The Saturday Evening Post*, *Time* and *Newsweek*, colorful consumer booklets, eye-catching engine overhaul chart and specification wall hanger, attention-getting mechanics' caps, hard-selling newspaper ads!

SO, FOR GREATER CONSUMER RECOGNITION,

more business and profits, order Koppers K-Spun Rings from your Koppers American Hammered Jobber today! Engineered sets for all makes of cars and trucks.

There is profit, too, in piston resizing. Your Koppers Jobber has exclusive, patented KOETHERIZING which expands a set of pistons in less than five minutes, with permanent precision, at less than a dollar per piston!

KOPPERS COMPANY, INC., *Piston Ring Dept.*,
Baltimore 3, Maryland.





AUSCO introduces

See this new AUSCO "Bosco" 1 1/4-ton Curb Jack, and you'll make it Number One on your want list for '51! You won't want to be without its high degree of maneuverability, its surprisingly light weight and its practical short chassis. You'll make it Number One because it won't shirk its lifting duties, even under lowest-along cars where you can't get more than a few inches leverage. You'll make

it Number One because it won't balk at those extra high lifts, when just an inch makes the difference between squeezing under the car on your back and rolling under on a comfortable creeper. Everyone of these "Bosco" features, plus those listed at right, will make the new Curb Jack rank Number One on your list to make your servicing job easier in '51! See it at your Jobber's today!

AUSCO SPECIALTIES MFG. CO., St. Joseph, Boston, Harbor and Hartford, Michigan, Windsor, Ontario, Canada

NEW 1/4 ton curb jack

Number One
for '51



See the NEW Series "D-1500" AUSCO Hydraulic Axle Jacks!

Attractive, new gray-mottled finish adds eye appeal! Genuine leather oil cups for longer life and maximum lifting efficiency. New hexagonal reservoir cap is easily removed for quick access to the reservoir for simplified servicing. All working parts highly finished for smoother operation. Be sure to ask your Ausco Jobber to show you this new Axle Jack, he is justly proud of it, and will be glad to demonstrate.

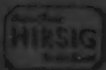


See the
NEW SAF-LIFT
Bumper Jacks!

Radically new "two-legged" construction! Improved design for easier, quicker lifting! Models for service use and car owners!

"BOSCO" FEATURES

LIGHT WEIGHT—70 lbs. total
LESS HANDLE PRESSURE required!
COMPACT—just 24 1/2" long
SELF-LEVELING SAFETY!
SAFETY OVERLOAD VALVE
BALL BEARING SWIVEL WHEELS
HIGH LIFTING CAPACITY—3 1/2" to 10 1/2"
REMOVABLE HANDLE—ALL-STEEL FRAME
LIFTING ARM GUARANTEED UNBREAKABLE
4 BOLTS & 1 INCH FOR REMOVAL POWER UNIT
STURDY METAL DETACHABLE base pump



AUSCO
Jacks

Dear Bill,

We've been catching some snappy mornings lately, and a number of service calls withal.

What batteries go through these days shouldn't happen to a dog. Most of the customers are convinced that batteries are not all that they used to be, but we try to show them that batteries never before had the load to carry they do these days. Anyway, we recharge a few and replace a few, and do the best we can to keep the customer happy.



NOW... MILLIONS OF MOTORISTS CAN ENJOY POSITIVE GLARE PROTECTION AT AMAZING LOW COST!



ADHERES IN A JIFFY INSIDE OF WINDSHIELD
NO SCREWS • NO BOLTS • NO CLIPS • NO ADHESIVES

Amazing FILTERZONE now brings safer driving, day and night, within the reach of over 40 million car owners! Scientifically formulated and optically correct. Attaches to windshield on the "Safety Zone" line of vision providing glare protection plus clear, true visibility at all times. Indispensable for safe, comfortable driving—eliminates sun glare and overhead night glare. Filters out infra-red (heat) and ultra-violet (light) rays assuring cool, fatigues-free driving. Sells itself the year 'round because every motorist needs and wants protection from headlight blindness and sun glare.

ONLY FILTERZONE IS MADE OF "PLYOTRON"™

It's the first and original visor made of genuine "PLYOTRON"™. Will not warp, twist, crack or tear—extremely durable—outlasts the life of the car. * T. M. REG.

CHOICE TERRITORIES AVAILABLE TO QUALIFIED DISTRIBUTORS AND SALES REPRESENTATIVES. JOBBERS ARE FULLY PROTECTED. Write or wire today for particulars! "MAKE FILTERZONE YOUR SAFETY ZONE!"

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8738 Canyon Drive, Dallas, Texas

TESTED AND SALES PROVED IN KEY MARKETS
APPROVED IN ALL STATES REQUIRING APPROVAL

FILTERZONE is attractively packaged and merchandised to sell itself. Already proven a selling success and used by major fleet operators. FILTERZONE is made in several Custom models to fit most cars. Also available in popular priced Universal model. No heavy inventories needed. Fast turnover and customer satisfaction guaranteed. **ACT NOW!**

FREE
DISPLAY
MERCHANDISER



Lately we've been sending out a couple of fast chargers on service calls—leave the charger at work on one call while the truck hops over to the next. In this way we don't have to install rentals and then have the customer call back for his battery, though I predict this little scheme may bring complications when the colder spells come and we start sending out all the chargers, for the used-car manager uses two or three of them every morning for charging and boosting on the used-car lots. Says you can't sell 'em if you can't start 'em.

Actually, I feel as if we were partially to blame when I get a service call for a flat battery from one of our regular customers. It is usually possible to detect a low battery, or one verging on failure, if we are on our toes in the lubrication and tune-up and quick-service departments. All these boys have been briefed on checking cables and batteries and generators during their service.

After the battery has seen over a year or so service we give it a voltage test and inspection for leaky sealing every time it comes in the shop. Checking the generator is part of every tune-up. Saves the customer a lot of trouble (and sells a lot of batteries).

It's almost incredible how many new circuits there are in the electrical systems of new cars. Judge there must be someplace over 400 feet of cables running around the vehicle to control all the accessories, lamps, automatic-drive mechanisms and what-have-you.

If you open the glove panel door, hood, car doors or rear deck you are greeted by a burning lamp. Lamps come on for a turn, back up or stop, and there are sometimes spot lights or fog lamps in addition. And then you find radios, cigarette lighters, clocks and sometimes electric



in the long run . . .



you make more money . . .



and more friends . . .



when you sell the BEST!

PEAK® (PERMANENT) ANTI-FREEZE . . . \$3.50 gal.

NOR'WAY® (ECONOMY) ANTI-FREEZE . . \$1.25 gal.

FREE SALES KIT! Here's a sales kit with just one goal in life—to help you sell! Window posters, post cards, tips on display—all carefully planned to back up Peak and Nor'way national advertising with solid point-of-sale support. You get your Salesman Kit FREE when you order!

*write your
jobber
today*



COMMERCIAL SOLVENTS CORPORATION

Specialties Division

17 East 42nd Street, New York 17, N. Y.

shavers in the circuits. No wonder the battery gives up the ghost!!

And as if this "normal" usage weren't enough, we occasionally find where some character has done his best to shorten the battery's tenure by skimping on cable size when he makes a replacement. Also find where they've stacked wire on wire when they added a circuit for an accessory. Seems they never heard of connections to be soldered to the ends of cables or the addition of

a terminal bar when several cables have to take off from the same connection.

In these days of multitudes of circuits, it's the least any mechanic can do to install neat workman-like connections to hold voltage drop to a minimum. Every cable connection switch and ground should be checked for voltage drop and be kept clean and tight. The battery has enough load on it without adding to it by a little resistance here and a little resistance there, all of which

can add up to a big resistance and a lot of extra drag on the system.

Yrs,
Ed.

What's Back of "Additives"?

(Continued from page 96)

As he told you, the rings are probably seating better from having the gums softened and removed so they can seat better, and the valves may be moving more freely in their guides. And, besides that, you are getting an improved lubrication at these points with the probable addition of a "hydraulic seal" at the rings that improves compression pressures considerably.

But you note that the power begins to fade again a little later, and you wonder if these benefits can't be prolonged or made permanent by some method or other—perhaps dump the can in the fuel supply—or in the crankcase—or possibly feed it into the manifold by some sort of top oiler.

And right here you may run into a snag, according to the results of some of these tests. The solvent you find most effective in direct and short-term application may not do so well in other types of application.

First, you thought of putting it in the fuel supply. Well, there are some mixtures intended for the fuel tank for other purposes than top lubrication which we'll talk about further, but if it is for upper lubrication it was found that if you add one pint of lubricant to the usual ten gallons of gasoline, you have a diluent of 16 parts of oil to 1,260 parts of fuel—which is of questionable lubrication value. Some solvents were found to precipitate tetra-ethyl in the gasoline and otherwise disturb the fuel balance.

To flash back to chemical products particularly compounded for use in the fuel tank for a purpose other than mentioned in the discussion: There is a gasoline gum solvent for cleaning the gums formed from gasoline from the fuel lines and carburetor which is either run through the lines from the gas tank or is applied through a special line and fitting through carburetor fuel inlet with the engine running. This solvent to be effective must be of a particular type that will dissolve gasoline gums at short contact under the low temperatures found in fuel.

How should you repair a cracked valve seat?*

You'll find the answer in the new Tincher CRACK REPAIR Manual! For this helpful new manual describes the latest and most effective ways to make this and other crack repairs. Its text is clear and easy to follow, and each job is illustrated with step-by-step drawings like those shown here in reduced size. There is complete coverage of such subjects as "Types of Cracks and Their Causes" . . . "Methods of Repairing" . . . and "How to Analyze The Problem." And full details on the unusual time-saving and profit-making possibilities of the Tincher Electro-Mechanical Process.

Free!

Send coupon for this valuable book now!



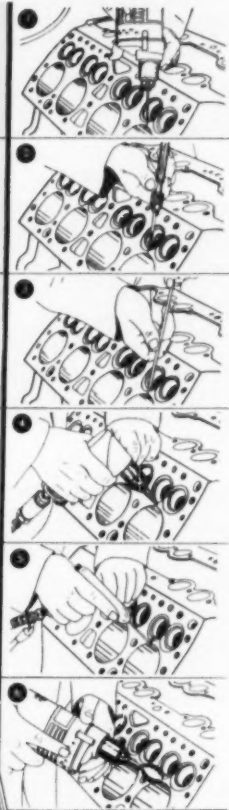
TINCHER
Alloy-Seal

Wholly owned subsidiary of
IDEAL INDUSTRIES, INC.

90% of all common cracks in engine blocks and heads can be repaired simply by circulating Tincher Alloy Seal as instructed on the can.

TINCHER PRODUCTS COMPANY
903 Borden Avenue, Sycamore, Illinois
Please send me the Tincher CRACK REPAIR Manual, FREE!

NAME _____
COMPANY _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____
JOBBER'S NAME _____



THIS BRILLIANT NEW



New Britain RATCHET REALLY

CLICKS



SLY NO. 6050

This 50 piece New Britain Utility Tool Set includes both $\frac{1}{4}$ " and $\frac{1}{2}$ " Drive Sockets and Drive Parts together with most used Flat Wrenches and Screw Drivers.

There are many New Britain Tools with the soundness, quality and all 'round utility that excite admiration among mechanics . . . but this new Ratchet is so beautifully engineered, so tough, so sweetly balanced that one feel of it — and you're sold! It has everything . . . rugged strength, comfortable grip, triple plate, chrome finish and a s-m-o-o-t-h action that whips through work like a dream . . . in short — this New Britain Ratchet CLICKS, and how!

Check with your Jobber. He has this brilliant new Ratchet in $\frac{1}{4}$ " — $\frac{3}{8}$ " and $\frac{1}{2}$ " Drive and a complete Line of New Britain Tools to go with it. So, no matter which New Britain Tool you need . . . remember it's no further away from you than your telephone. When you need a Tool — and, you *do* need this new Ratchet — PHONE YOUR JOBBER! The New Britain Machine Co., New Britain, Conn.



New Britain

GREATER STRENGTH • BETTER FIT HANDTOOLS

To get back to your idea about putting your tune-up oil in the crankcase, we get back to the original problem of its contents and their compatibility with the compounds in the original oil, and it is up to the mechanic to find if it is properly compounded for that type use, so it will not complicate the chemistry and additive balance of the base crankcase lubricant, or reduce its film strength, fire point or viscosity.

As to putting it through a top oiler, here, too, there can be com-

plications unless some care is used in the choice of the product for this type of injection. Strong solvents used in a continued basis are sometimes found to bring dangerous chemicals into the firing chamber and allow contaminants to reach the crankcase through drainage past the rings, while sometimes weakening and diluting the oil film on the cylinder walls.

To be effective, an upper-cylinder lubricant must provide lubrication without dilution by engine

fuel and without disturbance, chemically, to the primary crankcase oil. The lubricant should reach all cylinders evenly to avoid uneven compression pressures and poor engine balance. The lubricant should reach the cylinder on the primary or initial stroke of the piston to afford pre-lubrication before combustion is developed within the cylinder.

It probably will be made up of a pale naphthenic carrier oil with an additive from within the hydrocarbon chain. It must be considered as important auxiliary lubrication to provide constant lubrication to those areas of the engine where crankcase oil cannot reach, or, on reaching, decomposes to form residues which block the normal channels of engine lubrication, such as in piston rings, ring grooves, valves, valve guides and cylinder walls.

From these various findings and conclusions, and from his own experience, the service man will usually conclude that you can't use the same "medicine" for every complaint. The mere fact that some bad medicines have been placed on the market—and that some good medicines can be used in the wrong place—only influences the service man to check a little closer and make certain that he uses the proper product in the proper application.

Silicone Polishes

(Continued from page 93)

Oxidation and "chalking" may definitely be stopped by the use of the correct method, whether it be used by the expert or by the amateur.

Many customer complaints on the paint job may be eliminated by proper instruction as to the care of the exterior. Parking under trees should be discouraged, as the sap which is shed by the leaves may contain chemicals which will damage any finish. Road tar and traffic film should be removed as quickly as possible.

In a brief summary, it may be said that the automobile paints of today are superior to those used prewar and the protective coating used to preserve the finish, if properly selected, will give the car that shiny look indefinitely.

\$52.31 was the average special state taxes per vehicle in 1949 in the United States.

THIS TOOL IS WORTH

\$12,500

**ROTARY ELECTRIC
IMPACT TOOL**



The shop that can do a 3-hour job in 1 hour and 5 minutes, is bound to make money, for that 64% saving in labor time is pure profit. This is the accomplishment of a well-known motor rebuilding company located in the Southwest, which uses four Ingersoll-Rand electric Impacttools in tearing down and assembling automobile engines.

The switch to electric Impacttools saved 115 minutes per engine, which enabled them to increase their production by 3 completed engines per day. This meant an additional clear net profit of \$231 per day, figured conservatively, or \$50,000 a year... \$12,500 for each Impacttool. Needless to say, the cost of the tools was amortized in just a few days.

Send for your copy of Report 5082-6 which gives all the names, facts and figures on this outstanding extra-profit story.

Ask your Jobber for an Impacttool demonstration

No Motor Burn-Outs,
can't stall motor

No-Kick, No-Twist
to operator

Ingersoll-Rand

11 Broadway, New York 4, N. Y.

Originator of Impacttools—Air and Electric

540-18

Runs Nuts	Drills Masonry	Drives Studs	Bores Wood
Taps	Wire Brushes	Saws Holes	Extracts Broken
Reams	Drives Screws	Drills	Studs

Call it luck



Some service stations, car dealers and garages make a lot more money than others. And some folks say they're lucky. Actually, they're not lucky, but smarter.

These operators realize that there's more to a sale than gas and oil. That's why they push the Master line — Rust Master, Carb Master, Leak Master and Six Master. All they have to do is pour them in — no time wasted and a neat profit with every can poured. Furthermore, it keeps customers coming back. They like the Master line because each product is *guaranteed* to do the job better than anything else on the market.



**NO FUSS — NO MUSS
JUST POUR — NO MORE**



PRODUCTS WORK WHILE YOU RIDE
Chemical Company
Mfg. Chemists

56 CREIGHTON ST., CAMBRIDGE, MASS.

THE SILENT PARTNERS OF MOTOR EFFICIENCY

THE "BIG 4" IN AUTO CHEMICALS

RUST MASTER — Eliminates cooling system rust and scale while driving — gives complete protection for a whole year. No need to drain or flush.

CARB MASTER — Completely dissolves carbon-sludge and gum from the carburetor without removing or dismantling it. Eliminates moisture in the fuel system — prevents gas line freeze-ups. Ideal bench cleaner.

LEAK MASTER — New, improved patented stop-leak. Harmless to all metal or rubber. Retards rust and improves water circulation.

SIX MASTER — The perfect motor conditioner. Dissolves carbon-sludge and gum, thus increasing power and pick-up. Saves on battery and on gas and oil consumption. Excellent crank case anti-freeze.

Propane Supply Adequate, Twin Coach Reports

A BULLETIN of technical facts concerning the use of propane fuel in trucks and buses was issued recently by Twin Coach Co., Kent, Ohio.

Entitled "What Are the Facts About Propane?," it points out that rising demand will have little or no effect on propane supply or price. A chart of gasoline, diesel and propane prices from 1940 until the present is included. Pre-

pared by the firm's research department, this shows that as gasoline and diesel prices have gone up, cost of propane has come down.

The bulletin further advises that if the nation's trucks and buses were to convert immediately to propane, there would be no appreciable effect on the available supply of this fuel. Present annual U. S. propane productive capacity is 15 billion gallons, according to the bulletin. Only 2 3/4 billion gallons are now being used

for all purposes.

The addition to this, for example, of the total potential demand of 50,000 trucks and buses (625 million gallons) would mean an annual consumption of only 3 1/2 billion gallons, the bulletin stated. There would still be 11 1/2 billion gallons unused capacity.

Fisher Body Announces 1951 Car Contest

THE 1951 model-car competition of the Fisher Body Craftsman's Guild is offering \$65,000 in cash awards and university scholarships to the nation's best 'teen-age model-automobile designers and builders, it was announced by W. S. McLean, secretary.

Enrollments already are being taken for the competition by guild field representatives who personally are visiting many of the public and parochial schools throughout the country, McLean said.

To date, the guild has awarded 99 university scholarships worth \$340,500. Cash and other awards made to youthful craftsmen to date total \$448,435. Altogether 9,546 boys have received state and regional awards.

Any boy in the United States between the ages of 12 and 20 is eligible to enter the competition and may obtain an enrollment card by writing to the Fisher Body Craftsman's Guild, General Motors Building, Detroit 2, Mich.

A booklet on model-car design and construction, said to be the only textbook of its kind for youths wishing to learn about automobile design, will be sent to each boy enrolling, McLean said. It was prepared by professional designers from the General Motors Styling Section, Fisher Body Division engineers and the technical staff of the Craftsman's Guild.

Deadline for finishing model cars is midnight, June 30, 1951.

Incentive Pay Plan

(Continued from page 78)

all accessories sold; a one per cent commission on all insurance labor sales.

"Like all other shops we were eager to get and hold the highly-competitive insurance labor and in our sales meetings stressed to our men working cooperatively with adjusters," explained Peers. "However, we emphasized over and over, and Mr. Blank reem-

BIGGEST VALUES FOR YOUR MONEY

KIMBLE 2 FOR 1 BATTERY TESTERS

Two sets of glass parts—give twice the service at a new low cost.

KIMBLE ANTI-FREEZE TESTER

Built tough... Supplied with extra float... Tests alcohol, methanol and ethylene glycol types of anti-freeze.

Rugged, extra-heavy, fully annealed glass parts

High-quality, precision instruments

Easy-to-read—quick—accurate

Kimble Testers give you clear, easy-to-read, dependable accuracy. They are made by makers of precision laboratory glassware. Add to this the fact that you get extra glass parts with every tester. This means far greater useful life for your money. It is one of the best buys in the industry.



KIMBLE GLASS TOLEDO 1, OHIO

Division of Owens-Illinois Glass Company



SOUTHERN REPRESENTATIVE
—LAWRENCE M. HIRSIG

SOUTHWESTERN REPRESENTATIVE
—HIRSIG FRAZIER CO.

phasized that we were to sell a customer only the services his car needed. No one was to be sold a single item he did not want or service his car did not need."

The incentive plan furthermore offered a five per cent commission to service salesmen on all polishing jobs; a \$10 prize for highest undercoating volume, and a second prize of \$5.

The following is a sampling of what happened to salesmen's wages the first four weeks the incentive plan was in effect:

Service salesman who topped all others:

Top sales—top award \$20.00
Commission on insurance volume \$22.07
Commission on polishing

volume 33.34
Undercoating volume 10.00

\$85.41
Other typical extra pay checks analyzed follow:

	Salesman No. 3	Salesman No. 7	Salesman No. 8
Top Sales		\$10.	
Estimates	11.96	8.02	15.90
(Insurance)			
Polishing	14.49	7.50	13.99
Undercoating			5.00
	\$26.45	\$25.52	\$34.89

The Perryman Sales Co.

1237 NATIONAL CITY BUILDING
DALLAS 1, TEXAS

Sales and Service Engineers on Frame, Axle, Aligning and Wheel Balancing Equipment for thirty years.

We cover the southwest—Texas, Arkansas, Oklahoma, Louisiana, and New Mexico — with a corps of highly trained Specialty Salesmen for the Automotive Jobbers.

We represent the following Manufacturers:

CLEVELAND PNEUMATIC TOOL CO. — Cleveland, Ohio

Automotive Div., Aerol Lift (Transmission Jack)
(Formerly Drum Jack Corp.)

THE LANGHAM COMPANY INC.,—Montgomery, Alabama

Aligning and Wheel Balancing Equipment

BAY MANUFACTURING COMPANY — Torrance, Calif.

The Bay Lift

MILWAUKEE HYDRAULIC JACK CORP. — Milwaukee, Wis.

Hydraulic Service Jacks

TUBULAR MICROMETER COMPANY — St. James, Minn.

Precision Tools

PECO MANUFACTURING COMPANY — Philadelphia, Pa.

Tire Deskidding Equipment

WILLIAM TURK COMPANY — Lynwood, California

Lubricating Equipment

During this period sales personnel was increased by one.

For mechanics in the shop a corresponding incentive-pay plan was projected by Blank: a commission of 20 per cent would be paid on all gross labor volume over \$517.50, the basic quota per month. This basic quota is a must. This is the normal daily average production.

A new projected quota of \$621 a month was also set up by Blank. Any mechanic turning in a volume of \$621 per month automatically earns 90c bonus a day.

With the basic monthly quota at \$517.50 and the projected monthly quota \$621, one of the top-producing mechanics turned in a volume of \$963 for June, which was over \$200 per week on the weekly gross. The mechanic with the lowest volume had \$587 and the average was \$611.

From this it may be seen that all the mechanics would be running over the basic quota of \$517.50, and would be awarded extra pay checks monthly.

To the mechanic who turned in a labor volume for June of \$963, or \$445.50 over the monthly basic quota of \$517.50, an incentive pay check of \$89.21 was awarded. In June the highest extra pay check to the top producing mechanic came to \$90.05. The lowest was \$20.30.

"Now it is true that the mechanics in the tune-up department do not have the opportunity to get the higher-paying jobs of the general repair shop," observed Peers, "but there are additional operations in tune-up like carburetor, fuel pump, distributor, valve adjustment and generator jobs that balance out over the month and so make the plan fair and equal in opportunity for all. Mr. Blank intended it to be that way. We have had no dissension

THOROUGHBREDS ALL!

● Every Ditzler finish is the best that nearly half a century of specialization can produce. Ditzler began by making fine japan colors for carriages. As the modern motor car evolved from the horseless carriage, Ditzler developed and perfected many new finishes of superlative quality for leading automotive manufacturers. Today, Ditzler's complete line includes everything needed to make a car look better longer. That's why so many paint shops use Ditzler finishes with complete confidence that they do the job more efficiently, more economically and with greater satisfaction to the car owner.



Your Ditzler Jobber offers you one-stop service



● You can save time and money by making your Ditzler jobber headquarters for all refinishing materials. Besides a complete line that includes undercoats, thinners and other specialty items of finest quality, he offers a color service no other jobber or paint manufacturer can equal.

● Your Ditzler jobber has available two thousand current and popular lacquer and enamel colors in factory packages. Or he can duplicate quickly and accurately the color you require with Ditzler's exclusive color mixing service. When you buy from your Ditzler jobber you not only get finishes that have been proved most satisfactory for nearly fifty years, but you also get them when you need them.

DITZLER COLOR DIVISION, Pittsburgh Plate Glass Company, Detroit 4, Michigan



DITZLER

PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS

PITTSBURGH PLATE GLASS COMPANY

whatsoever."

Peers pointed out, furthermore, that the shop's efficiency standards were protected by a tester who inspected every repair job before it left the shop.

Blank's incentive-pay plan also covers the lubrication department, where men are on a straight salary hourly basis. For them the incentive pay plan offered a 20 per cent commission on any additional operations other than oil change and lubrication. These additional operations include ad-

justing brakes, repacking rear springs, packing the universal joint and packing the front wheel bearings.

The top lubrication man drew an extra pay check of \$18. The smallest check was \$9.

Polish men, like mechanics, were given a 20 per cent commission on all labor over the basic quota.

Taking May as a standard month before Blank introduced the plan, Arcade Pontiac's overall volume in labor sales for June

rose 37 per cent; for July, a vacation month with volume normally dropping, with so many government workers away from the nation's capital, an increase of 21 per cent over May was indicated; for August, volume marked a sharp increase of 28 per cent. An adjoining lot had to be leased to accommodate the swelling numbers of cars brought in for repair.

"Generally we feel that the months of July and August were no valid test months for most people are vacationing out of town," Peers summed up, "but the fact that these months did show an increased volume despite an anticipated summer slowing up only supports our belief in the effectiveness of Mr. Blank's incentive-pay plan and that greater gains will really start showing up in September and the months following."

Cut Costs on your Wash Rack with . . .

One Minute

. . . and grime, scuff marks, grass and grease stains disappear from white sidewall tires like magic. Jarrett's Wite-Wall instantly restores their original snow white brightness and leaves a rubber-preserving, wax-like finish.

Less Than One Cent's Worth

. . . of Jarrett's Wite-Wall will do the job. You cut washing costs and make better satisfied customers when you use Jarrett's Wite-Wall.

Extra Profits on Package Goods

. . . you will sell a good volume of pints and quarts to your customers for home use . . . and the profit margin is attractive.

Guaranteed

. . . sold on a double your money back guarantee. If your jobber does not stock Jarrett's Wite-Wall write us and send us his name and address.

**Demonstration
BOOTH NUMBER C 347
Automotive Service Industries Show
Chicago—December 4th to 8th**

CECIL H. JARRETT COMPANY, INC.
Manufacturer & Distributor of Chemicals and Supplies, Newton, N.C.



STATEMENT OF OWNERSHIP

Statement of Ownership, Management, Circulation, etc., required by the Act of Congress of August 24, 1912, of SOUTHERN AUTOMOTIVE JOURNAL, published monthly at Marietta, Ga., for September 21, 1950.

State of Georgia, County of Fulton, ss
Before me, a Notary Public in and for the State and County aforesaid, personally appeared A. F. Roberts, who having been duly sworn according to law, deposes and says that he is the business manager of the SOUTHERN AUTOMOTIVE JOURNAL, and that the following is to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication, for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations printed on the reverse side of this form, to-wit:

1. That the names and addresses of the publisher, editor and business manager are: Publisher, W. R. C. Smith Publishing Co., Atlanta, Ga.; Editorial Director, T. W. McAllister, Atlanta, Ga.; Editor, W. C. Herbert, Atlanta, Ga.; Business Manager, A. F. Roberts, Atlanta, Ga.

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3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of the total amount of bonds, mortgages, or other securities, are: None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholders or security holders appear upon the books of the company as trustees or in any other fiduciary relation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stocks, bonds, or other securities than as so stated by him.

Sworn to and subscribed before me this 21st day of September, 1950.

(SEAL) SERA J. JONES
Notary Public, State at Large.
(My Commission expires Feb. 23, 1954).

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Your Wagner jobber offers

A COMPLETE LINE of **Wagner**

**wheel and master cylinder assemblies
and repair kits for all popular makes
of cars and trucks**



Your Wagner jobber offers the largest and *most complete* line of hydraulic brake master and wheel cylinders available for all popular makes of cars and trucks. Wagner catalogs and can furnish 696 different brake cylinder assemblies. No other line offers such complete coverage.

Wagner Hydraulic Brake Parts are available in factory-sealed kits, as individual parts and as completely assembled cylinders.

You can depend on Wagner quality because Wagner products are used as original equipment by automobile, truck and trailer manufacturers. See your Wagner jobber or write us.

Ask for Catalog AU-500—free on request.

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Is an all-season fluid that functions perfectly under all driving temperatures.



WAGNER CoMaX BRAKE LINING

Is unsurpassed for quick, safe, smooth stops and uniform frictional qualities.



**LOCKHEED HYDRAULIC BRAKE PARTS and FLUID • NoRoL
CoMaX BRAKE LINING • AIR BRAKES • TACHOGRAPHS
ELECTRIC MOTORS • TRANSFORMERS • INDUSTRIAL BRAKES**

SEE WAGNER PRODUCTS AT BOOTHS A105, 107, 109, 111, A.S.I. SHOW

Profit Down, Flat Rate Up (Continued from page 65)

Frank C. Hurley, Hurley Motor Co. (Packard), Seaford, Del. — Shop profit for year up 21 per cent, down eight per cent for September. Rate of \$2.75 was adopted June 1. We are thinking of inaugurating \$3 scale on Dec. 1.

Bob O. Cook, Cook Automobile Co. (Studebaker), Little Rock, Ark. — Shop profit up ten per cent for September, down ten per cent for year. Rate of \$3 was adopted June 1.

Dumas Motor Co. (Ford), Dumas, Ark. — September shop profit down 36 per cent, profit for year down 19 per cent. We are considering going from \$2 scale to \$2.50 scale in 30 days.

Randall Motor Co. (DeSoto-Plymouth), Canyon, Texas — Shop profit this year is down due to the Chrysler strike. September service profit up ten per cent. No change contemplated from \$2.50 rate adopted in 1947.

J. R. Sutton, Sutton Motor Co., Beaumont, Texas — Profit for September up, for year profit up slightly. No change contemplated from \$2.50 rate adopted in 1947.

C. H. Crawford, Crawford Motor Co., Lookout, W. Va. — Shop profit for year is same, for September was down. We are thinking of changing \$2.50 scale, adopted in 1942, to \$3 but time is uncertain.

Lee Warfield, Lee Warfield Garage, Gulfport, Miss. — Profit for September was same, for year is down. Rate of \$3.25 was adopted in 1944. Our biggest trouble is price changes so often that we can't keep price list up to date, and the people who don't have the cash to get all the jobs done that need to be done.

D. Arnold, Arnold Motor Sales (Chrysler-Plymouth), Grantsville, W. Va. — Net profit for year up two per cent, September profit down one per cent. No change contemplated from \$2.50 rate adopted in 1947.

Leo L. Sheppard, Sheppard Garage, Chickasha, Okla. — Net profit for year down 30 per cent, for September down 25 per cent. We are considering raising \$3 scale to \$3.50 on Jan. 1. Car dealers and some small independents are slow to increase their shop labor scale but the scarcity of good mechanics may help to

change their minds. The average mechanic in this territory doesn't make as much as a painter or carpenter.

R. W. Fox, Fox Motor Co. (Packard), Hendersonville, N. C. — Rate of \$3 was adopted Sept. 15. We have been in business since March, 1950, only, so have no breakdown for comparison.

J. R. Hitchens, Hitchens Chevrolet Co. (Chevrolet-Oldsmobile), Tishomingo, Okla. — Net shop profit for year is up 25 per cent, was down ten per cent for Sep-

tember. Rate of \$2 was adopted in 1946. We aren't thinking of raising it.

C. H. Fleming, Jr., Quality Motor Co. (Ford), Whiteville, N. C. — Profit for year and for September same as 1949. Rate of \$2.50 was adopted in July, 1949. No change contemplated.

Wilburn Hailey, Hailey Chevrolet Co., Chattanooga, Tenn. — Net profit from service up 50 per cent for year, down 400 per cent for September. We are thinking of changing \$2.50 scale, adopted

ARROW JOBBERS are SMART MERCHANTS

- Smart merchants have good buying habits. They "shop the market" to give their customers the best the market affords.
- Smart merchants compare values, for their market is competitive.
- Smart merchants KNOW they have made a profit each time the cash register rings.

These are the reasons ARROW Jobbers are doing more and more GENERATOR, STARTER and ARMATURE business and making money while others watch their sales and profits dropping off.

IT'S NOT TOO LATE FOR POSITIVE ACTION. YOUR LETTER WILL BRING FULL INFORMATION ABOUT ARROW'S COMPLETE MERCHANDISING "PACKAGE".

GENERATORS **ARROW** ARMATURES
STARTERS FIELD COILS
ARROW ARMATURES COMPANY, 15 FORDHAM RD., BOSTON 34, MASS.

in 1946, to \$3 on Jan. 1.

F. H. Foster, Foster's Garage, New Bern, N. C.—Net profit for year and for September same as 1949. No change contemplated in \$2.50 scale adopted in 1942.

H. B. George, George's Garage, Calera, Ala.—Net profit for September and for year down. No change contemplated in \$2.50 rate adopted in 1943.

E. C. Prather, Prather Chevrolet Co., Tryon, N. C.—Net profit up 15 per cent for year and up 25 per cent for September. We

are planning to raise \$2 scale, adopted in 1945, to \$2.50 when Chevrolet okays it.

Walter Higdon, Higdon-Howell Motor Co. (Ford), Copperhill, Tenn.—Profit from shop up 58 per cent for year, 27 per cent for September. Rate of \$2.50 was adopted in April and we have considered raising it to \$2.75.

One out of every seven patents issued in the United States in 1949 was automotive. The total last year reached 5,719.

Try Speedometer Jobs

(Continued from page 77)

they could get from the manufacturers.

"But without some practical work, we didn't learn too much," Dean admitted. "With the equipment at hand and a job to do, we could read up as we went along and understand what we were reading. We thought we had amassed all the working know-how we needed, until the July issue of *Southern Automotive Journal* came along. We learned a lot from the article in that issue on procedures in speedometer servicing."

This shop is running a series of ads in the local Sunday paper. It would be simple to use this space to promote the new department. But there being no need of it, the space is used for other services—what you might call competitive services.

No doubt other local shops could handle speedometer work. But they did not set up a department to acquaint their customers with the fact and catch the eye. This gives Dean the advantage.

"There has been a steady flow of work," Dean concluded, "and as long as we can spread it out to where we handle two jobs a day along with our other work, we are satisfied. But we are convinced that if the time comes when we will be short of work, speedometer service will be the attraction to pull in new faces. This is one service that hasn't yet been sold, or worse, over-sold. Consequently, it will hit the spot when used for a promotion feature."

W. J. Kissick Heads Gregg Association

W. J. "Doc" Kissick, Studebaker dealer at Kilgore, has been elected president of the Gregg County (Texas) Automobile Dealers Association. He succeeds Herman Whitehurst, Dodge dealer at Longview.

Other officers include: Julian Hurst, Ford dealer at Longview, first vice-president; B. F. Dean, Chrysler dealer at Henderson, second vice-president, and Ace Biesel, Buick dealer at Glade-water, secretary-treasurer.

Directors are: B. D. Hampton, Longview; Bill Phillips, Glade-water; Jack Anderson, Kilgore, and Earl Herrin, Overton.

the new improved 1951 ARROW Select Quality GENERATOR is here



- A distinctively different line of Generators that will appeal to quality conscious people.
- Their exclusive quality costs you no more than for ordinary generators.
- Your full markup is preserved — no short profit items in the line.
- Resell easily, for they are priced competitively.
- Deliveries are rapid.
- Arrow Generators more than measure up in reputation and performance to the other quality lines you carry.

We are now appointing distributors — shall we have our representative call. Write or telephone us today!

GENERATORS **ARROW** ARMATURES
STARTERS FIELD COILS
ARROW ARMATURES COMPANY, 15 FORDHAM RD., BOSTON 34, MASS.

Chrysler's Radiator Cap Gives Pressure Change

A radiator cap which provides a sealed-pressure cooling system during abnormal driving conditions, but which also allows the automobile cooling system to operate at outside atmospheric pressure in normal driving, has been developed by Chrysler Corporation engineers, it has been announced by James C. Zeder, director of engineering and research for the corporation.

Pressure cooling is particularly useful during the changeable temperatures of early and late winter when non-permanent anti-freeze is used in the cooling system. It is also an advantage when pulling a trailer, driving up a steep hill, or in areas where the temperature climbs above 100° F. and in bumper-to-bumper, stop-and-go holiday traffic where the engine is idling for long periods of time on a warm day.

However, when the engine is operating under normal condi-

tions pressure is not required. Yet with conventional radiator pressure caps it occurs in the cooling system at temperatures below the normal atmospheric boiling temperature, constantly exerting a stress throughout the system and increasing the possibility of leaks in the hoses and radiator core, Chrysler engineers said. It was to eliminate this condition that the Pressure-Vent cap was developed.

Incorporated in the cap is a special vent valve which controls the amount of pressure in the cooling system. When the temperature in the system rises to the boiling point and pressure cooling is needed, the vent valve is forced shut and seals the cooling system.

When operating conditions are normal, however, this valve is open, allowing the pressure inside the system to equalize with outside atmospheric pressure.

In addition, the new radiator cap has been designed to provide safe removal if required even under an extreme condition. When being loosened, the cap rises on a slight ramp which permits steam or liquid to pass from under the cap into the radiator filler neck and out the overflow tube before the cap is completely removed.

White Ups Cordray And Harrison

HOWARD Cordray has been named branch manager at Houston, Texas, for The White Motor Co. He was formerly branch manager at San Antonio. R. C. Harrison, formerly retail salesman at Fort Worth, has succeeded Cordray at San Antonio.

Cordray has been with the company three years, joining as a salesman at the San Antonio branch. Harrison has been in the automotive and trucking business in the Fort Worth-San Antonio area for many years.

Powerglide Hits 200,000

Chevrolet Motor Division last month turned out its 200,000th Powerglide automatic transmission. Time required for production of the second 100,000 units was three months and 14 days—about half the time required to build the first 100,000, General Manager T. H. Keating said.

Engineered to OUTLAST... Merchandised to SELL FAST!

PLANET METAL
HYDRAULIC BRAKE HOSE

with
"PERMA-GRIP"
Fittings

A complete line of extra quality brake hose manufactured and tested to conform and exceed SAE Specifications. Planet's exclusive engineered features assure better performance and longer service. The hose is chemical resistant and remains flexible under all conditions.

Rubber is forced into all areas by crimping (8 sectional crimp) forming an additional seal.

Severations in brass insert and in fitting itself prevents fittings from pulling off.

PLANET fittings are made of steel. They are zinc plated and permanently attached to hose by PERMA-GRIP crimping (illustrated). Fittings are guaranteed never to come off hose. Every line is tested to insure free passage of brake fluid. Individually and colorfully packaged.

Steel and brass are bonded together making it leak proof at this point.

Available in sizes to fit all cars and trucks

PLANET METAL PRODUCTS CORP.
966 Dean Street • Brooklyn 16, N. Y.

SEE PLANET AT THE ASI SHOW—BOOTHS B-334 - 336

INDEPENDENT SERVICEMEN!

**KEEP YOUR
BUSINESS
GROWING!**



with genuine

Chevrolet Parts

One sure way to please your customers and keep your business growing is to use the very best parts in all repair work. We say: Use genuine Chevrolet parts. They're first-run quality parts and strictly dependable—backed by years of research and engineering skill. Use them and see how your name gets around as the place to go for a grade-A service job. Genuine Chevrolet parts are that good!

**Get Them
From Your Local
CHEVROLET DEALER**



Your local Chevrolet dealer has a large, well-balanced stock of parts—and a thorough knowledge of service problems. Both ways, he can help you in your business and he's ready, willing and able to do it. Stop by and talk things over.

For your best deal... deal with your
CHEVROLET DEALER
Your Partner in Service

GOT A GOOD \$5 IDEA?

will be paid for every time - saver or shop short - cut accepted for publication in this section. A photo or rough sketch will make your idea more valuable. Only original items, not previously published, offered for our exclusive use, can be considered. Send them to: Southern Automotive Journal, 806 Peachtree Street, N. E., Atlanta 5, Ga.



Solving Squealing Brakes On the 1950 Dodge

TROUBLED with squealing brakes on the front wheels of a 1950 Dodge, I tried just about everything with no success. Finally, since the linings were about one-third gone, I got a new set of linings and shoes. The shoes had the link between the piston and shoe riveted to the shoe. The original set had a floating link.

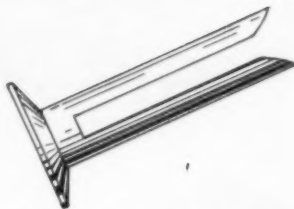
Later, on a 1950 Plymouth with

the same trouble, I riveted the floating link to the shoe by drilling a 1/32" hole through the link and shoe and using a piece of welding rod for an axle and rivet. The chatter and squeal disappeared.—Melvin J. Timm, Route One, Berryville, Arkansas.

Using Rivet to Help In Making Gasket

IN MAKING gaskets for the shop, I find that a rivet as shown in the sketch makes a very handy tool for cutting holes of various sizes. This idea is inexpensive and is quite a time saver.

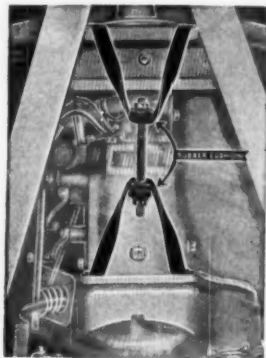
It is the best method that I have ever used for making clean-cut holes. You can select the size ri-



vet by the size of the hole needed.—Shadrach H. Boyer, Box 94, Delaware City, Delaware.

Removing Brake Adjusting Screw to Free It Up

It is often necessary to remove the adjusting screw on brakes to free it up so it can be turned. Here is the way I save time on



No. 581 CLUTCH CHATTER TIE ROD for 1949-50 Ford and Mercury. Eliminates clutch chatter. Can be installed in a few minutes. Rubber cushion provides a means for later adjustments. List \$4.00 per set.

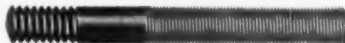
No. 404K UNIVERSAL SPEEDOMETER CABLE REPAIR KIT for all cars and trucks. This kit contains sufficient cables to make approximately 25 units, also squaring tool, gauge and collar.

ALWAYS IN DEMAND

TIME SAVERS
MONEY MAKERS FOR YOU



No. 952-3C CARBURETOR RETURN SPRING DISPLAY CARD with 12 springs No. 952 for Chevrolet cars List 15c each, and 12 springs No. 953 for all cars List 25c each. Positive throttle return.



No. 600 UNIVERSAL STUD ASSORTMENT for manifold, transmission — motor repairs on all cars, trucks and tractors. Contains 126 studs with U.S.S. and S.A.E. threads. List 15c per stud.

GET IT FROM
YOUR JOBBER

CHAMP-ITEMS, INC. 6191 Maple Ave., St. Louis 14, Mo.



the job:

On most Bendix brakes and some others where one screw adjusts both shoes, push shoes apart with L-head valve lifter and don't take out springs.—Raymond Calvert, Standard Garage, Mount Washington, Kentucky.

Removing Water Pump On Hudson Models

ON ALL Hudson cars from 1940 through 1947 having single rod extending from top of radiator to cowl, you should not waste time removing locked cap screws to get fan off water pump to remove the pump.

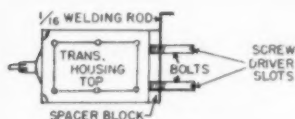
Loosen front nut on top radiator rod and swing radiator forward about five inches, which will allow clearance for easy water-pump removal. — Charles T. Levie, 2111 McKinley Road, Atlanta, Georgia.

When Replacing Housing Of Overdrive Units

HERE is a good way to save time and work when replacing an overdrive housing:

Take two bolts the same size as the ones used to hold the overdrive housing to the transmission but about three inches longer than the original bolts. Saw off hex heads and make screwdriver slots in place of them. Screw in the two top holes in the transmission case.

With the spacer block and gaskets in place, drill a 1/16" hole



through each bolt, flush against spacer block. Then insert a piece of 1/16" welding rod through both holes, leaving enough rod at one side to use for a handle when removing the rod. This will keep the block and main shaft from falling out of place and the extending bolts will serve as pilots for the housing.

When the housing is slipped up against the rod there will be room enough to start the two lower housing bolts. With this done, remove rod and guides can then be removed with screwdriver.—J. L. Webster, service manager, Jones Motor Company, Alvin, Texas.

Removing Transmission On 1949 Mercury

DO MOST mechanics pull the floorboards to remove the transmission on the 1949 and early 1950 Mercury models? Much time can be saved by removing it from below.

After draining transmission, and overdrive if so equipped, remove all connecting parts. Remove solenoid and plug solenoid hole and speedometer hole with corks. Remove governor and plug

hole. Raise back of motor with small hydraulic jack.

Remove transmission support and lift transmission back until main drive rests on inside of pressure plate or until you can turn transmission one half turn. Some prying may have to be done with a small bar. Then lift transmission until main drive clears pressure plate at bottom. Twist transmission so front of transmission housing comes to nearest clearing point and pry out with small bar. Raising and lowering jack helps



You Can Service more Cars with Fewer Thermoid Fan Belts

With Thermoid Fan Belts you can quickly service more cars, trucks and tractors with less inventory. Ask your Thermoid Distributor about the easy-to-use Belt Flipper, Wall Chart and Numbering System, all designed to help you speed service to your customers.

Thermoid makes one line of fan belts... a top quality line, guaranteed to give long faithful performance. Alert dealers everywhere are finding that switching to Thermoid eliminates the need for tying up their money in special, single-purpose belts that gather dust on their racks.

One Line... The Top Quality Line



Thermoid Pre-Stretched
Fan Belts are
"A horse of a different color!"

Thermoid

Brake Linings • Fan Belts • Radiator Hose • Hydraulic Brake Parts and Fluid • Car Mats • Clutch Facings • Thermoid Precision Process Equipment

Thermoid Company • Trenton, New Jersey

housing to pass.

To install, reverse procedure. We have used this method since our first 1949's and find it saves much time.—Buddy Thorpe, B. & G. Motor Company, Leavenworth, Kansas.

When Testing Flow Of Fuel Pump

WHEN testing fuel-pump flow, I used to require a helper to run motor and turn ignition off when I gave him the signal

that the bottle which I was holding in front of the disconnected fuel line, from carburetor, was full. There was some danger of fire because on some cars the gas line was pointed in an upward position and all of the flow could not be caught in the bottle.

Now to make this a safe, one-man job, I slip a four-foot piece of 5/16" rubber hose over enlarged end of gas line and run it down into a quart bottle placed on the left front fender. I can then observe the flow of fuel from

the driver's seat and cut off ignition myself. Any car will operate several minutes at low r.p.m. on gas in the carburetor.—Charles T. Levie, 2111 McKinley Road, Atlanta, Georgia.

Removing Mounting Nuts From Shock Absorber

IT is often difficult to remove lower mounting nuts from direct-acting shock absorbers that are mounted inside the front coil springs because the whole lower section of the shock absorber turns with the nut.

To lick this job, jack up the car until front wheels are clear of floor. This will allow the coils in the spring to spread far enough apart to get a large pair of water-pump pliers through and hold the lower section of shock absorber while you remove the lower nut with a wrench.—Charles T. Levie, 2111 McKinley Road, Atlanta, Georgia.

Removing Transmission From '49 Chevrolet

TO REMOVE transmission from 1949 Chevrolets quickly, disconnect all ports, including transmission support. Working from right side of car, slide transmission back two inches and turn to left and bottom-side up.

It can then be removed by sliding it straight back.—C. Kernaghan, 2324 Harris, Independence, Missouri.

YOUR CUSTOMERS NEED THIS...

CARBURETOR PROTECTION

AIRTEX *anti-pulsation*

FUEL FILTERS

with the **SHOCK ABSORBER DIAPHRAGM**

- Protects carburetor needle valve and float lever against wear
- Makes frequent carburetor adjustments unnecessary
- Reduces repeated replacement of filter element
- Gives smoother operation at idle and low speeds
- Improves cold weather starting

Better — 6 WAYS

Manufactured and Guaranteed by the Makers of

AIRTEX FUEL PUMPS

With the 30,000-Mile Diaphragm

AIRTEX

AUTOMOTIVE DIVISION
World's Largest Independent Fuel Pump Manufacturer
FAIRFIELD, ILL.

Get It From Your Jobber

That "No Charge" Wins Customers

"Little extras and courtesies bring back service customers. When a customer sees a 'no charge' item on his repair bill, he is immediately left with a very good impression."

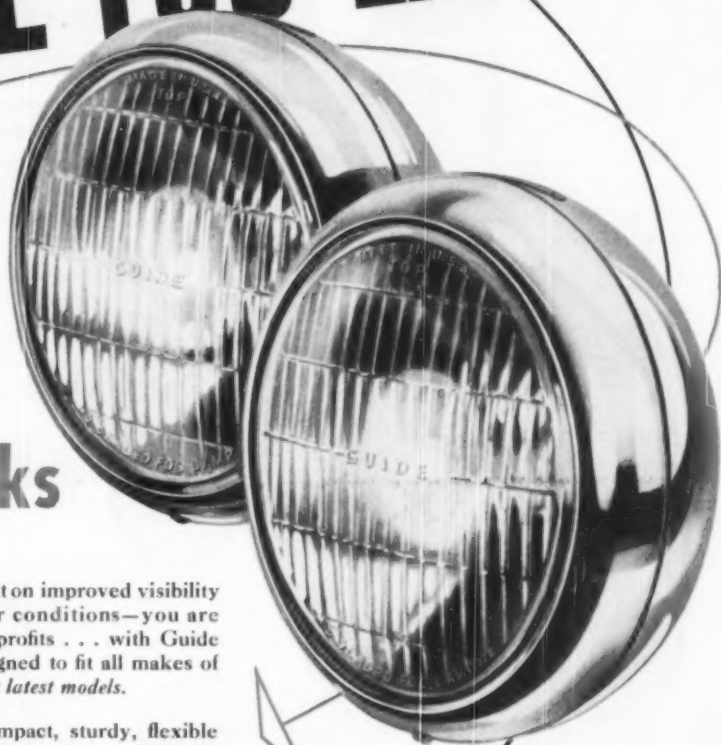
That reminder was repeated last month by W. R. Rice, director of service of Plymouth Division, in his regular service bulletin.

"The bigger the repair bill, the easier it is to mark after such items — generator checked, lights checked, fan belt checked—the words 'no charge,' plainly marked," he said.

You're always on the beam with...

GUIDE FOG LAMPS

for all
makes
of cars
and trucks



Your customers can count on improved visibility under adverse weather conditions—you are assured new sales, new profits . . . with Guide *universal* fog lamps, designed to fit all makes of cars and trucks, including latest models.

Guide fog lamps are compact, sturdy, flexible . . . have a handsome, heavy chrome finish for long-lasting value. They come packaged in pairs, complete with fused switch, wiring and interchangeable mounting for rapid attachment to splash pan, bumper bracket or fender.

You're on the beam when you stock Guide fog lamps—the universal lamps, universally liked across the nation.



GUIDE LAMP—A UNITED MOTORS LINE
Available Everywhere Through
UNITED MOTORS DISTRIBUTORS

***Guide* LAMP**

Division of General Motors
Anderson, Indiana

YOUR 1951 PRIZE PACKAGE...



MOLDED DOR-TITE DISPENSER WORKS LIKE A CHARM!

"Pipes" says: "This new Molded Dor-Tite dispenser's the neatest trick I ever saw. Pull on the Dor-Tite and out she comes easy-like—as little or as much as you need. It keeps the Dor-Tite clean and fresh, always handy to you. Brother, this is one gasket that won't foul up or roll away while you are using it!"

"It's a 'pipe' with Dor-Tite"

Copyright 1950, Durkee-Atwood Co.

DURKEE-ATWOOD

MOLDED DOR-TITE GASKET

YOUR MOLDED DOR-TITE PRIZE PACKAGE IS LOADED WITH PROFITABLE SURPRISES



EXCLUSIVE CLUTCH-FEED DISPENSER . . . Simple, convenient, protects and preserves. Provides just the right tension for smooth feed-out with positive control. The Dor-Tite can't snarl up—the square package can't roll away. It keeps out light and dust and protects the Dor-Tite until it's used.

TYPES TO FIT MOST APPLICATIONS . . . Molded Dor-Tite comes in sizes and shapes that fit the majority of cars and commercial vehicles. Both the door types and trunk types come in the exclusive pull-out dispenser, packed in shop-size lengths.



NON-STRETCH CONSTRUCTION . . . No stretching or creeping with Dor-Tite, no wrinkles. The door types are made with an imbedded cord that assures perfect positioning.

DUPLICATES ORIGINAL EQUIPMENT . . . Molded Dor-Tite makes it easy for you to offer "like-new" applications. Note the color of Molded Dor-Tite—it's solid black, without a speck of mica dust to gray it.



DEPENDABLE ADHESIVE . . . Dor-Tite is easy to apply—and it stays put. The factory-applied adhesive on the door types never deteriorates and, like the Durkee-Atwood Liquid Adhesive used for trunk applications, is especially formulated for tack and strength.

FINEST QUALITY . . . Leave it to Durkee-Atwood, the originator of sponge rubber gasket, to bring you the finest in material, the most uniform in shape. You can be proud of every installation!

THIS IS THE SEASON FOR EASY PROFITS WITH ALL-PURPOSE STANDARD DOR-TITE

Sell Standard Dor-Tite for home use—for weatherstripping doors and windows and its many other applications around the household and automobile. Standard Dor-Tite now comes in either black or Non-Stain (off-white in color). Feature both—they are attractively priced, profitable display items. Packaged in handy 10-foot rolls.



TODAY'S THE DAY
TO SEND FOR FREE
MOLDED DOR-TITE
INFORMATION



Durkee-Atwood Company, Dept. SA 11
Minneapolis 13, Minnesota

Gentlemen: When an idea appeals to me I want to know more about it. Send your catalog and the name of your nearest jobber.

Name

Address

City Zone State

COMPANY

MINNEAPOLIS 13, MINNESOTA

receivres dna selas

(Continued from page 69)

field. But this dealer adopted a somewhat unique policy that confounded his competitors, for it produced for the newcomer enough sales to put him on the profit side of the ledger in his first 90 days of operation.

The policy was unique because it placed all emphasis on service in a field where emphasis had been devoted to sales. This dealer hired top engineering talent,

which is not abundant in his community. In a field where highly-competent service is essential, he offered to service any competitive set, any place, almost any time. He got all the service business he could handle and his service was and is so good that service customers did and do send him sales prospects.

Of course, a TV set, contained in a space less than that occupied by an office desk, is in the romper stage, quite complicated and not subject to self-service. Equally

complicated, and also not usually subject to self-service, is personal transportation, long since removed from the experimental stage.

In the television-service field, talent is especially important, so the dealer mentioned got the best in talent. Then he took aggressive means to publicize the fact. This publicizing included a case history of the service manager, his experience in armed-service radar, his electronics and engineering training and his experience as chief engineer in a radio station.

This recalls some instances where repair-center talent has been under-publicized, and one in particular where a dealer completed an expensive remodeling and modernization program and circulated an illustrated brochure.

Included Pictures, But—

It included several pictures of individuals, with that of the service manager. However, recipients of the brochure got no information on the many years of experience accumulated by the service manager, nor the fact that he regularly attends special factory schools of instruction in a northern state.

In remodeling, the dealer installed a highly-expensive piece of equipment that is invaluable in searching out defects in motor-car operation. This was pictured in the brochure, but was installed somewhat toward the rear of the shop, well back from the customer service floor. Nor is there anything about the installation that welcomes customers to inspect the machine and learn what it will do for their cars.

In contrast with this setting is an installation of the same machine by an aggressive independent in the same community. All independents are not so aggressive nor so aware of advertising values, but this particular independent installed the machine behind plate glass in the extreme front of his establishment, where lights play upon it at night.

Most independents let their work do their advertising, and their advertising is effective, too. For obvious reasons they do not buy big orders of shop equipment nor concern themselves with the reaction of customers to such purchases. And in dealer shops where big orders of equipment are bought, the customer viewpoint is often lost sight of, too.



AMMCO Model 2500 Wet Honing Machine

**Hones: Connecting Rods, Pistons,
Spindle Bolt Bushings,
Steering Sector Bushings,
Wheel Cylinders,
Master Cylinders,
Double End Cylinders,
Any Bore Within Range**

3

PERMANENT TYPE
HONING HEADS
RANGE .480" to 2.062"

EXCLUSIVE CONNECTING
ROD GUIDE ASSURES
ACCURATE ALIGNMENT
BETWEEN BUSHING AND
BEARING END OF ROD

AMMCO TOOLS, INC.
2110 COMMONWEALTH AVE., NORTH CHICAGO, ILL.

SELF LUBRICATING
HONING



BRAKE
CYLINDER HONING



RINGS
BEARER



SMALL
BORE HONING



LINE
BORING MACHINE



CONNECTING
ROD ALIGNER



Cylinder
SURFACING HONING



Cylinder
HONING



Small
Bore Honing



Rings
Bearer



Line
Boring Machine



Connecting
Rod Aligner





In Notre Dame's defeat of Army, 1913, Dorais and Rockne became the first great passing combination in football.

WINNING COMBINATIONS

YOU and UNITED MOTORS LINES

Winning combinations in business don't just happen . . . they are the result of *careful planning* by *careful people* working with *quality products*. United Motors, for instance, furnishes products that are used as original equipment on the country's leading cars, trucks and buses; it supplies advertising and promotion material on these products, *plus* up-to-the-minute service and parts data on old-model as well as current-model vehicles. If you, as a dealer, wish to become part of a winning combination, talk it over with your United Motors distributor—or write directly to us.

UNITED MOTORS SERVICE

Division of General Motors Corporation
General Motors Building, Detroit 2, Michigan

DELCO Batteries
AC Gauges, Speedometers
and Rebuilt Fuel Pumps
SAGINAW Jacks
MORAINE Engine Bearings
DELCO Radio Parts
ROCHESTER Cigar Lighters
HYATT Roller Bearings

INLITE Brake Lining
HARRISON Heaters
GUIDE Lamps
DELCO Clocks
NEW DEPARTURE
Ball Bearings
DELCO Shock Absorbers
MORAINE Gasoline Filters

HARRISON Thermostats
DELCO-REMY Starting,
Lighting and Ignition
KLAXON Horns
HARRISON Radiators
ROCHESTER Carburetors
DELCO Hydraulic Brakes



One dealer made a mass installation of lifts and, from his viewpoint, publicized it appropriately. The shop was, his advertising said, now prepared to handle more business with more speed and more efficiency.

But what was the advantage to the customer? Why should a customer prefer to have his car worked on while elevated on a lift? That was left to the prospective customer to analyze. And a great many establishments spend impressive sums of money

for equipment to produce better service, but put sales ahead of service on the plate-glass front, on letterheads, in neon signs and in paid advertising.

At this writing there is no indication that any World War III will, in the near future, reproduce conditions that, during World War II, crammed every repair shop, every day, to full capacity.

Service volume generally surged upward some, but nothing to get excited about, in the wake of the Korean emergency. But for

two calendar years before the Korean situation became serious, service volume declined steadily and progressively, either because cars were too new to need service, or too old to justify much expense. During such periods there is a sales problem in service, for the bulk of service business must surely go to the independents and dealers who have sold themselves, their talents and facilities to the greatest number of owners.

And the point at which the car-owner shows a preference for the independent shop over the dealer's shop is established in a survey recently released by a west-coast financing corporation. This survey shows that franchised dealers get 80 per cent of major service on 1949 models, 79 per cent on 1948 models, but only 68 per cent of the major service required by 1947 models. And 70 per cent of service work on pre-war cars is being performed by independent shops.

Meanwhile, there is no sales problem for some years. We are constantly being assured that controls will continue to a degree over civilian economy, so there is no predictable period that will produce a new-car sales problem.

Nevertheless, one sees those signs. All along all the highways. All over all the big cities and little towns. At the crossroads. Everywhere.

"Sales and Service."

Jobber's Catalog Problem (Continued from page 72)

a printed sheet or it may come from the salesman's lips; and who knows which it will be?

Who can afford to take a chance by not bringing his catalog in on every call and exposing his prospect to the printed descriptive matter as well as his verbal presentation of the merchandise?

Most of the catalog sheets that our manufacturing connections send to our company gratis are not just a hit-or-miss compilation of data about the merchandise. The fact that they are often printed on what looks like roofing paper does not in any way detract from the information they contain nor does it lessen their usefulness. They are so prepared that the prospect can easily visualize the merchandise, its features and advantages and its adaptability to his business, without a lengthy verbal presentation

This Actually Happened...



Funny how a simple job can sometimes fool the best mechanic. A fellow drove into his favorite garage and complained about clutch chatter — after paying for a new clutch job. So the mechanic began rechecking — and before he knew it, had the whole clutch assembly torn down and put back together. But no soap. The answer came to chatter was still there. Then the mechanic shouted, light — "The Motor Mounts" the mechanic shouted. A quick check-up followed and sure enough the rear mount was shot (the old clutch was so noisy, you couldn't easily detect this trouble). In a matter of minutes, the motorist was on his way whistling a merry tune.

**IT PAYS TO CHECK
MOTOR MOUNTS
WITH EVERY CLUTCH JOB**





**NEW Compact MATSHIELD
DISPLAY MERCHANDISER**

A new roll-over display merchandiser for the popular Matshield. May be set on the floor or counter — hangs on the wall. All metal, rugged construction — portable — complete with attractive display sign. Models & colors.

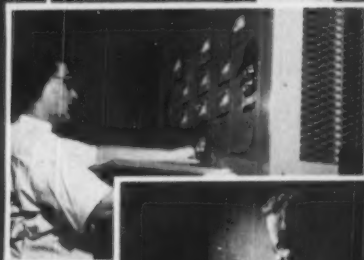
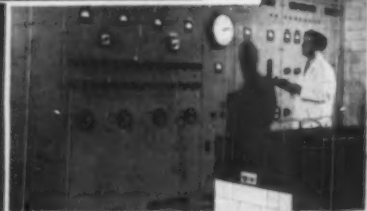
Write for further details.




ANCHOR RUBBER PRODUCTS, INC.
1733 LONDON ROAD • CLEVELAND 12, OHIO



Quality Control



from Start to Finish

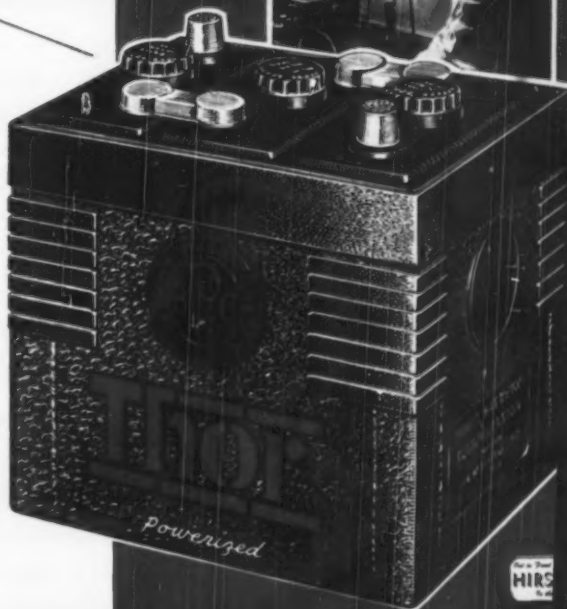
From raw materials to finished products, rigid quality control plays a vitally important part in the manufacture of THOR Batteries. Every material is tested to insure conformity to our high standards. All parts are carefully inspected to make sure of perfection in every detail. Finished batteries from each day's production are thoroughly tested for electrical capacity, cold starting and vibration resistance. This complete control of quality, in one of the most modern laboratories in the industry, is your guarantee of the full capacity, long life and unfailing performance of every THOR Battery you sell. Get the facts on this fast-selling, high quality line . . . N O W ! Write . . .

PRICE BATTERY CORPORATION
HAMBURG, PA.

Atlanta, Ga.



Boston (Medford), Mass.



MADE IN
U.S.A.

from the salesman. They also serve to give the salesman a resume of the item's salient points and advantages so that he can quickly grasp and assimilate the principal selling points on the merchandise.

If you are inclined to question this statement and want to satisfy yourself as to how potent this sales medicine is, just select an item of shop equipment, your knowledge of which is a bit sketchy; then read every word the manufacturer has to say about

it in his catalog material, not once, but several times. Just read it carefully, concentrating on the subject matter, and you will be agreeably surprised to find after several readings that you have grasped most of the features of the item and can make a fairly intelligent and interesting presentation of its merits.

I am not going to pull an old wheeze on you by citing the oriental opinion of a picture. As a matter of fact, a picture isn't worth a hoot to you or to your

customer unless it is where you both can look at it. Therefore, when you get a new catalog set-up from one of your suppliers, regardless of whether it comes from your home office or direct from the factory, open it at once and look it over. Study it a little even though you think you know all about the product.

Consider the guy who married what he thought was a young widow until they started on their honeymoon and he saw her hang her left leg in the closet, her front battlements on the door knob, and put her hair in the corner for the pet poodle to sleep on.

Ponder the plight of the green parts man who thought a lathe dog had to be fed Red Heart and put on a leash and that a drill press was some kind of a close-order military formation. A high-wire cyclist was his idea of a wheel balancer and to him a lift was that feeling he experienced after he had gargled a double shot of Old Ulcer Unction.

It Tells You Something

Of course, you are not in his category; but remember, the printed matter that you pass up or just give a cursory glance may be important. It certainly must contain some kind of a pertinent message or your supplier would not have gone to the expense of printing it and then mailing it to you.

So when you get 'em, put 'em in your binder, as they are usually punched to fit, and that is the only location where they are going to do you or him the least bit of good.

If the manufacturers are willing to go to the expense of keeping us up to date with prices and descriptive material on their lines, the least we can do is to cooperate with them by familiarizing ourselves with this material promptly after we receive it, and then put it into our catalogs so that we can pass the information along to our dealers. If a spirit of cooperation does not move you to do this, a feeling of selfishness should; for if you miss one or two price changes, especially now when they are all upward, it may cost your house some money or get you into trouble with one of your pet accounts.

While we are talking about catalog sheets I would like to remind the manufacturers that perhaps the practice of a little fru-


TOP PERFORMERS



TA-14 and 15
Precision Line Boring
Dial Indicator Centering
and Hydraulic Feed



PM-100
Piston Pin Fitting
Machine



SB
The Famous
Bearing Resizer

Featuring
THE New
DIAMOND BORING METHOD
PISTON PIN FITTING MACHINE

Bores pin holes in piston and connecting rod to the manufacturer's specified clearances.

Perfectly straight and round.
Four to six microinch finish.
Positive size control with no BELL MOUTH, NO BARREL and NO ABRASIVE!

The Sign of **QUALITY**



Equip your shop with these top performers...or take your line boring, shell boring and piston pin fitting to those progressive machine shop operators who are well equipped to give you this superior service.

Tobin-Arp Mfg. Co.
2845 Harriet Ave.
Minneapolis 8, Minn.

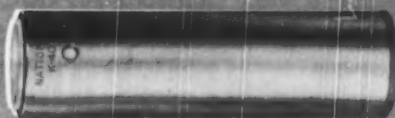
TOBIN-ARP Always First
With the Best!



*Here's a **NEW**
Business Builder for YOU!*

National

UNIVERSAL JOINT BALL HOUSING KITS



Pat. No. 2,403,541

With the New and Improved

★ STEEL BALL HOUSING ★

This is another National Assembly that will make you more money by creating more repair business for your shop. It can be sold easily as a low-cost, preventive repair at the first sign of lubricant leakage, noise or vibration around the "U" joint, ball housing and ball seat.

This kit is installed without tearing down the differential and it saves the cost of expensive replacement parts. National Universal Joint Ball Housing Kits enable you to make quicker repairs and thus restore your customers' cars and trucks to their original fine operating condition at comparatively low cost.

**Saves Buying A New
Drive Shaft Housing**

**Can Be Installed
In One Hour**

**Other Parts in the National Line
Include:**

Drive Shaft Bushing & Seal
Assemblies, Drive Shaft Housing
Repair Unit K-400 and
"Universal" Trans. Case Ball
Seat, Etc.

Watch these pages for other New
National Parts.

The NATIONAL UNIVERSAL JOINT BALL HOUSING KIT With The New and Improved, Oversize Steel Ball Housing Provides:

- **LONGER LIFE** — Due to Oversize Feature.
- **15% STRONGER** — With the precision ground Drive Shaft Housing Repair Unit, the oversize Steel Ball Housing adds 15% in strength to assembly after installation.
- **MATCHED PARTS** — Individually matched parts to assure proper clearances for longer life.
- **QUIETER, SMOOTHER** — Closer fitting parts run quieter, last longer, eliminate vibration.
- **ENCLOSED SEAL** of New Steel Ball Housing keeps out dirt.

Sold Nationally by Leading Automotive Wholesalers. Write or wire for full information.



NATIONAL MACHINE WORKS, INC.

AUTOMOTIVE PARTS MANUFACTURERS

P. O. BOX 4365

OKLAHOMA CITY 9, OKLA.

CLIP & MAIL COUPON

Please send me complete information about the National Line.

Name

Address

City State 5-11

gality in the distribution of catalog sheets as well as all advertising might not be amiss, as the chance for waste here is ever-present among jobbers today. Even if you have a list of your customers' catalog requirements in your files, better look at it and see how old it is. A revision of these lists twice a year might save you money.

My basis for this belief is the fact that we are handling several lines, the manufacturers of which send us supplies of costly printed

material much in excess of our requirements; this despite the fact that in many instances we have notified them of this condition and stated our actual needs.

There is another thought about the jobber's catalog and its contents that I would like to mention, particularly to the men doing the dealer's buying. Regardless of the type or size of the automotive operation you are connected with, I would suggest that you take a peek at a general-line jobber's catalog next time the opportunity

presents itself. Or, better still, take time out and arrange with your jobber's man to go through it from "kivver to kivver." You will be doing yourself and your boss a favor, for any buyer who is on his toes will find that a conducted tour through one of these automotive bibles will be both interesting and profitable.

If you are the parts manager or buyer in a car-dealer's establishment, you will be surprised to find there a lot of profitable items that you can use and which cannot be obtained from your car manufacturing sources.

The service-station operator will see merchandise featured there that the Major Oil Co. does not carry and that their special accessory salesman never mentions on his calls. He will also get a chance to see and learn something about new items of equipment not available from Major Oil.

Jobber Is Always There

As for the independent garage-man, if he hasn't long since learned about the jobber as his ever-dependable source of supply for parts for all cars, as well as hand tools, shop supplies and equipment, he has been going around with blinders on. His jobber is not only as near as his phone with all of this merchandise; he has, in addition, both service and credit, and does not compete with him.

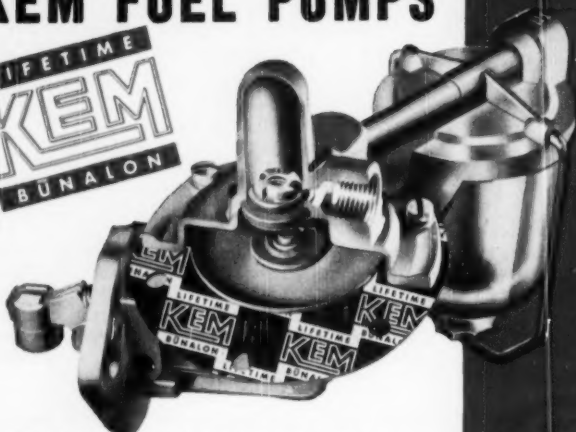
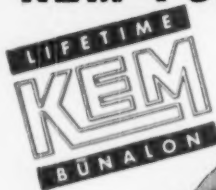
Yes, the general-line automotive catalog is a great book. While it will never reach anybody's best-seller list, it does deserve more frequent and thorough reading and study by the man who carries it, along with an occasional perusal by every man who buys merchandise from an automotive wholesale house, whether it be for resale or for his own use.

The old book also merits some sort of concerted and coordinated effort on the part of the manufacturers to reduce its size; for if its future growth continues as it has in the past, we will all have to equip our binders with girdles and casters.

Ada Dealers Elect Thrash

Guy Thrash, Kaiser - Frazer dealer, is now president of the Ada, Okla., Automobile Dealers Association. Bob Cason, Ford dealer, is vice-president, and W. H. Mundy, De Soto-Plymouth dealer, was reelected secretary.

Lifetime BÜNALON THE DIAPHRAGM THAT ADDS FAME TO **KEM FUEL PUMPS**



KEM adds fame to the finest Fuel Pump in the world . . . with the Lifetime BünaLon single layer diaphragm. This new BünaLon single layer eliminates destructive in-between multi-layer friction. It is coated with specially formulated Büna-N rubber which is highly resistant to practically every one of the most harmful materials that may be found in the fuel system. The Lifetime BünaLon diaphragm remains flexible under the most extreme motor conditions because it is fortified with specially woven nylon fabrics. An achievement in diaphragm construction. There is nothing finer than Lifetime BünaLon. Ask to see it!

- REPLACE • REPAIR
- REBUILD WITH KEM



KEM MANUFACTURING COMPANY, INC., FAIR LAWN, N. J.
FUEL PUMPS AND PARTS PREFITTED IGNITION PARTS

Cadillac · Buick · Pontiac
Chevrolet Trucks · GMC Trucks

All Standardize on

DELCO SUPER 11
HYDRAULIC BRAKE FLUID

...a strong recommendation!
...a vast market!
...a terrific sales potential!

Delco Super 11 is the hydraulic brake fluid that exceeds, by a comfortable margin, the S.A.E. specifications for a *high-quality, heavy-duty* brake fluid.

It is the brake fluid that provides greatest protection from vapor lock and thus makes possible top brake performance.

It is the brake fluid which you can recommend to ALL car and truck owners with enthusiasm and sell with confidence—and on which you take a substantial profit. Talk to your United Motors distributor about it.



DELCO BRAKE—A UNITED MOTORS LINE
Available Everywhere Through
UNITED MOTORS DISTRIBUTORS

Delco

SUPER 9 AND SUPER 11 BRAKE FLUID • DECLENE • BRAKE PARTS
STANDARD FOR EQUIPMENT • THE STANDARD FOR REPLACEMENT

MORaine PRODUCTS DIVISION OF **GENERAL MOTORS**

More New Products

(Continued from page 81)

121—Tire Cleaner

A steel-wool cleaning pad for white-side-wall tires, impregnated with soap, is now being produced by The Las-Stik Manufacturing Co., Hamilton, Ohio. The pads will not dry out or check the rubber, the manufacturer stated. They are packed in the regular retail size and in a larger package for garage use.

Want more information? Use coupon on page 151 and you'll get it!

122—Shoe Tester

The Mighty Midget tester for bonded brake shoes is now being produced by The Permafuse Corp., 12 Commercial Ave., Garden City, N. Y.



Shoes are tested by inserting the shoe under a fixed jaw that has notches to match standard brake shoe widths from 1 3/4" to 3". A special notch for the Crosley shoe is included. A selected testing force of 600 lbs. is then applied.

Want more information? Use coupon on page 151 and you'll get it!

123—Heavy-Duty Coil

A heavy-duty coil for trucks and buses, said to have low current draw



and yet produce high voltage, has been added to the line of Echlin Manufacturing Co., 242 East St., New Haven, Conn.

The coil is oil-filled, waterproof and features an arc-resistant top and a die-cast case. Model IC-706 is designed for six-volt systems and Model IC-712 for 12-volt systems, a company announcement

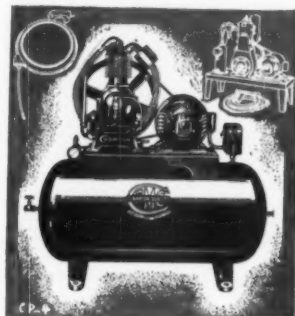
stated, giving details of the unit.

Want more information? Use coupon on page 151 and you'll get it!

124—Air Compressors

A line of air compressors and car washers, built for durability rather than eye appeal, is now being produced by Champion Pneumatic Machinery Co., Princeton, Ill.

This emphasis on long life gives greater operating economy, a company



announcement stated. Air-hose reels, service towers and other accessories are available for use with the line.

Want more information? Use coupon on page 151 and you'll get it!

125—Ignition Catalog

A 148-page catalog on its complete line of ignition parts has been issued by F. & B. Manufacturing Co., 4248 W. Chicago Ave., Chicago 51, Ill. It lists Filko parts for passenger cars, commercial vehicles, tractors and industrial vehicles. The edition contains 320 more listings than the former edition.

Want more information? Use coupon on page 151 and you'll get it!



Your customers will gain confidence in your judgment if you recommend

MARVEL MYSTERY OIL

FOR THE FINEST LUBRICANT THEIR CARS CAN HAVE

There is no doubt that Marvel Mystery Oil is the leader in the lubrication field. Test after test against all competitive lubricants have proven it first—in film strength, longer life, heat resistance and as an oil rectifier,

which does not oxidize or carbonize.

Let your jobber tell you about Emerol's Marvel Mystery Oil and Inverse Oiler and how their sales have increased, or write for full dealer information today. Dept. 171



A GREAT SALES TEAM

The Marvel Inverse Oiler teamed with Marvel Mystery Oil make an unbeatable selling combination. Modern high compression engines with poor upper cylinder lubrication make them a must. Adjustable to provide easy installation.

EMEROL MANUFACTURING CO., INC., 242 WEST 69th STREET, NEW YORK 23, N. Y.



Over
7,000,000

Commercial Vehicles
are Potential
POWER BRAKE
CUSTOMERS...



ONLY THE

Bendix Franchise Gives You All These Advantages

You sell the Bendix Hydrovac, world's most famous and widely used power brake.

A complete line of vacuum power brakes and other vacuum controlled equipment.

Compact Bendix Repair and Installation Kits simplify stocking and service work—give you just what you need for every job.

Under the Bendix Unit Exchange Plan you can build a profitable business repairing vacuum power units in your own shop.

Bendix simplified service instructions and training aids make it easy for your mechanics to learn vacuum power repair procedures.

You are backed by Bendix, the greatest name in braking.

Bendix
PRODUCTS DIVISION
SOUTH BEND
INDIANA

when you Sell and Service

Bendix **VACUUM POWER** **EQUIPMENT**

Featuring HYDROVAC—the World's
Most Widely Used Power Brake!

Power braking offers you the fastest growing market in the service field. And under the Bendix Vacuum Power Sales and Service Plan you get all the best of it. The Bendix Program makes power brake work *easy* as well as *profitable*. But that isn't all; you are backed by the world famous reputation of the Bendix* Hydrovac*. Any way you look at it—in market, plan and product—the Bendix Vacuum Power franchise is *good business*.

*REG. U.S. PAT. OFF.

These Bendix signs stand for good business and good business relations between factory, dealer and customer.



Replacement
Carburetors—
Repair Kits



Original Equipment
on most cars



Cold Temperature
Parts Cleaner that
saves time and money

Canadian Sales: Bendix-Eclipse of Canada, Ltd., Windsor, Ontario, Canada • Export Sales: Bendix International Division, 72 Fifth Avenue, New York 11, N. Y.

126—Car Polish

An automobile polish containing six per cent silicone, water-emulsified, has been announced by Lusco, Inc., 5915 Bonna Road, Cleveland 3, Ohio. Marketed under the trade name "Lazy Man's Polish," it is also identified by the name "Sil-vize." It is said to give a weather-resistant finish with long durability.

Want more information? Use coupon on page 151 and you'll get it!

127—Battery Carrier

A battery carrier of black molded rubber with a nylon-cord insert is now being marketed by the Murray Corp.,

Towson, Md. A 12" carrier is available for Group 1 and 2 batteries and a 20" model for longer models. Lugs and hinge brackets are electroplated for longer life. Positive and negative signs are molded into rubber at each end.

Want more information? Use coupon on page 151 and you'll get it!

128—Fire Extinguisher

A cartridge-operated, water-type fire extinguisher with stainless-steel shell has been announced by Pyrene Manufacturing Co., 560 Belmont Ave., Newark 8, N. J.

When the unit is turned upside down and struck on the floor, the gas, contained in a cartridge in the cap, is re-

leased gradually. It is said to give a steady 40' stream. Recharging is not necessary except after the unit has been used, a company announcement stated.

Want more information? Use coupon on page 151 and you'll get it!

129—Piston

A slipper-type piston with full-floating skirt is now being produced by Nu-Strut Flexible Piston Co., Box 70, Medina, Ohio.

Each skirt section is attached to the pin bosses by radial-arch bridges which



permit the skirt sections to be finished round instead of being cam-ground. This design enables skirt to maintain uniform bearing pressures under all operating conditions, a company announcement stated, and gives longer skirt and bore life. It also reduces piston rocking.

Want more information? Use coupon on page 151 and you'll get it!

130—Electrical Booklets

A booklet on additions to its line of switch panels, switches and connectors has been issued by Cole-Hersee Co., 20 Old Colony Ave., Boston 27, Mass. Each unit is illustrated and specifications are given. Another booklet on its line of merchandising displays is available from this company.

Want more information? Use coupon on page 151 and you'll get it!

131—Drill Set

No. 42 drill set, including eight carbon-steel drills, 9/16" to 1", by 1/16ths, has been placed on the market by Van Norman Co., Springfield 7, Mass.

This style of drill, known as "Silver & Deming," has a 1/2" shank for use in 1/2" or larger electric drills. The drills are packed in a leatherette case.

Want more information? Use coupon on page 151 and you'll get it!

132—Accelerator Pad

A combination accelerator and heel-protector pad for passenger cars is now being produced by Kravex Manufacturing Corp., 273 Van Sinderen Ave., Brooklyn 7, N. Y.

The pad can be slipped over original pedal without special tools. It protects both floor mats and pedals from wear.

Want more information? Use coupon on page 151 and you'll get it!

STORM-VULCAN SAYS "THANK YOU...MR. JOBBER"

Your outstanding acceptance of STORM-VULCAN Automotive Engine Rebuilding Machines has made the success of this company. The line's steady growth and your continuous demand is convincing proof, beyond dispute, of merit and value.

Rather than rest on this record of achievement, STORM-VULCAN continues its progress in building greater precision machines for higher production work.

So, in saying "thanks" to the thousands of present customers, we promise you...and future customers...the finest in Engine Rebuilding Equipment at the lowest possible cost.

May we have the pleasure of thanking you in person at the ASI Show?

BOOTHS

A-368-376

ARTIE L. BARNETT

LEE D. TUTTLE

T. LARRY KIDD

STORM VULCAN
INCORPORATED

2804 COMMERCE ST., DALLAS, TEXAS

"Sell the best, tell the world"

...advises dealer Stan

Reading time: 1 minute, 35 seconds

Stan, like many other Dodge-Plymouth dealers, started out with no silver spoon in his mouth. Son of a veteran railroad worker, and one of 9 children, Stan was out hustling for a living at an early age. One of the customers on his newspaper route was the local automobile dealer, Mac. Stan recalls how Mac used to kid him good-naturedly by asking, "Going to be a railroad engineer when you grow up,



Stan?" And Mac would laugh uproariously when he replied, "Nope, going to sell automobiles and make a lot of money like you do!"

Stan was still in his teens when the opportunity came to work for his dealer friend, Mac. It was just a handyman job, but Stan saw in it the chance to get closer to the automobile business and learn more about the



cars that were so fascinating to him. When he wasn't pushing a broom, or trotting errands around the shop, Stan was asking questions, poking his head into car hoods, crowding close to the mechanics, watching. Soon he knew enough about cars to get a chance to check used car buys. He did so well at it that one day Mac called him in and said: "Stan, you've made real progress. You're learning the business fast. Monday I'm starting you on the road, buying used cars for me."

Meanwhile, the thrift habit Stan formed in his paper route days, was accumulating a tidy sum for him in the bank account. As he drove from



town to town, he'd envision his own dealership in operation . . . and his business philosophy, based on his past 10 years' experience, had taken shape in his mind. "Sell a quality product, and tell the world you have it."

In his travels Stan kept his eye open for a good new car dealership. At last fortune smiled. Stan hurried to the Detroit factory where his background impressed officials. Soon he had lined up necessary capital and was owner of a small but promising Dodge-Plymouth dealership on the outskirts of his home town.

With a quality line of products, Stan started to put his policy to work, telling the world he had 'em. Car and truck sales began to hum. "Trade-ins" poured in and bringing his long experience into full play, Stan made his "used car" operation the talk of the state.

Today, Stan's business is so successful he's been able to indulge his favorite hobby—raising high-grade cattle. He owns 5 fine farms that pay their way, with a handsome profit too. And how does he get peak demand and prices for his heifers? Why, by advertising, of course!

Stan sums up his success this way: "Any able man who'll work as I have can do it—providing, of course, he'll include my old recipe: 'Sell the best, and tell the world you've got it.'"

Write for our free booklet containing a number of these stories of accomplishments by enterprising men. Chrysler Corporation, 141 Massachusetts Ave., Highland Park 3, Michigan.



Chrysler Corporation

PLYMOUTH • DODGE • DE SOTO • CHRYSLER • DODGE "Job-Rated" TRUCKS
Fine Cars of Great Value

133—Synthetic Chamoi

A synthetic Shami for cleaning windshields and windows has been announced by Rittenbaum Brothers, Inc., 691 Houston St., N. E., Atlanta, Ga. The cloth measures 20" by 20". In tests, more than 2,000 windows have been cleaned with one Shami, a company announcement stated.

Want more information? Use coupon on page 151 and you'll get it!

134—Foam Extinguishers

A brochure on air- and mechanical-foam equipment for fighting fires has been issued by Pyrene Manufacturing Co., 560 Belmont Ave., Newark 8, N. J.

The 24-page illustrated book discusses types of foam compound, portable playpipes, mobile and stationary foam-proportioning tanks, methods of application and similar topics.

Want more information? Use coupon on page 151 and you'll get it!

135—Washing System

The Drex-Foam process for washing cars and trucks has been announced by Detrex Corp., Detroit 32, Mich.

The portable machine is equipped with a motor-driven pump, designed to homogenize the detergent with water to form the cleaning foam which is sprayed over bodies of trucks and cars. The foam wets and loosens dirt, grease

and road grime without harming waxed or polished finishes, the manufacturer stated. A single charging of the machine with detergent will wash 50 cars.

Want more information? Use coupon on page 151 and you'll get it!

136—Fuse Display

A metal display stand for its line of fuses is now available from Bussmann

Mfg. Co., University at Jefferson, St. Louis 7, Mo.

Front of stand slides up to show tiers on which fuses are stocked in handy form. A list of fuse types and amperes is shown on each end. The display is adaptable for

counters, island displays, windows and walls, a company announcement stated. It holds the firm's No. 200 assortment of 40 boxes.

Want more information? Use coupon on page 151 and you'll get it!

137—Spotlight Mirror

A side-view mirror for mounting on spotlights is now being produced by Appleton Electric Co., 1701-59 Wellington Ave., Chicago 13, Ill.

The mirror is mounted to spotlight swivel base by a single screw, eliminating drilling, the manufacturer said. It is adjustable two ways—inside the car through the lamp handle and outside the car on the mirror's ball-and-socket mount. Mirror is of 4" polished-bevel glass, cased in heavy-gauge brass and chrome plated.

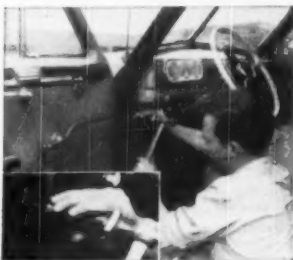
Want more information? Use coupon on page 151 and you'll get it!

138—Bolt-Screw Driver

The Impakdriver for tightening and loosening bolts, nuts and screws has been announced by H. K. Porter, Inc., Somerville 43, Mass.

The tool converts the impact from a hammer's blow into torque. To operate, the tool is given a twist in the desired direction and rapped with a hammer. It is recommended by the manufacturer for rusted or frozen bolts, screws and nuts and for work in hard-to-get-at places. It is available by itself or in sets with different combinations of bits and sockets.

Want more information? Use coupon on page 151 and you'll get it!



(More New Products on page 151)

Snugl

WHEEL BALANCING WEIGHTS

REGULAR PASSENGER

Sizes 1/2-1-1 1/2-2-2 1/2-3-3 1/2-4-4 1/2-5-5 1/2 & 6 oz. For: Especially Designed For K or L Type Rim Flanges

FRONT ANGLE VIEW

Passenger Cars, Trucks, Buses

K & L

SPECIAL THIN PASSENGER

Sizes 1/2-1-1 1/2-2-2 1/2-3-3 1/2 and 4 oz. For: Especially Designed For K or L Type Rim Flanges

FRONT ANGLE VIEW

CROSS SECTION

CROSS SECTION

SPRING STEEL CLIP USED

REGULAR PASSENGER

SPECIAL THIN PASSENGER

MID- WESTERN

AUTO PARTS

MANUFACTURERS
EXCLUSIVELY

KOKOMO, INDIANA
WHITTIER, CALIFORNIA

**Why HIRSIG
Service Means
Complete Service
in the South**



for Manufacturers and Jobbers!



Lawrence M. Hirsig Mrs. Lawrence M. Hirsig B. T. Brantley B. W. (Lorry) Hirsig



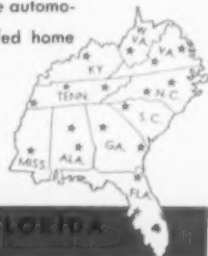
★ **IT'S EASY** to understand why Hirsig Service means complete service for manufacturers and jobbers in the South. A quick look at the Hirsig organization is all that is necessary. . . .

AUTOMOTIVE EXPERIENCE . . . Hirsig Service is complete because of the many years of automobile experience behind this organization . . . an average of over 13 years per man! These years of experience bring know-how to the creation and maintenance of the kind of service that builds business.

SMALL TERRITORIES . . . Hirsig men have small territories so they can make more frequent calls on their customers and serve them better. From headquarters in 17 Southern cities, information brought to customers on Hirsig lines is timely and complete.

CAREFUL PLANNING . . . The work of the Hirsig men in the field is planned and directed from Headquarters by men with long and successful experience in the automotive field. A fully staffed home

office promptly handles the necessary details as required by an efficient sales organization.

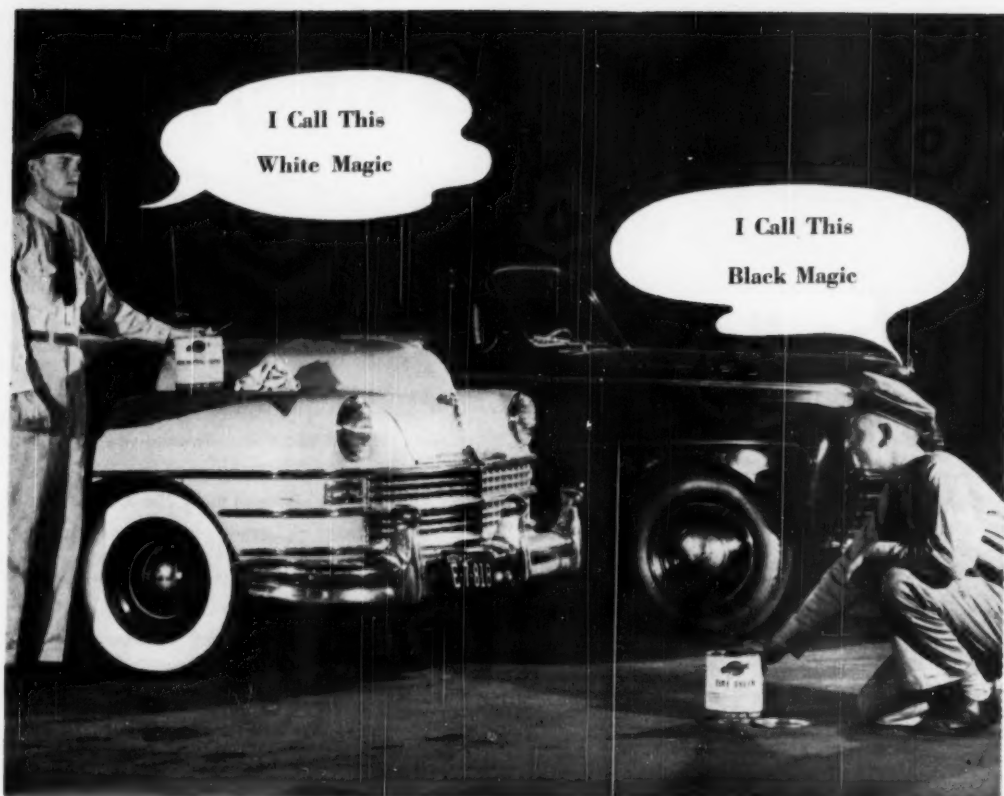


LAWRENCE M. HIRSIG & CO.

JACKSONVILLE 2, FLORIDA

ADVANCE CENTURY

Tire Sheen and White Sidewall Cleaner
Make Tire Cleaning So Easy



No. 141 Tire Sheen is a concentrated black liquid you dilute 5 to 10 with unleaded gasoline.

It gives tires a smooth, new tire finish that won't wash off or turn brown.

No. 555 White Sidewall Cleaner Cleans 4 tires gleaming white in 5 minutes.

Removes all curb marks and dirt, yet is harmless to hands and clothing.

ALL ADVANCE CENTURY PRODUCTS SOLD ON A MONEY BACK GUARANTEE

Dealers & Jobbers Write
For FREE Catalog Sheet

Also Available in Qts.

ADVANCE CENTURY MFG. Co.

P. O. BOX 781 GREENVILLE 1, S. C.

JOHNNY SAYS...

"Ask Prospects
One Question
And You'll
Add \$150.00
A Month To
Sales"



Last Spring, one of my regular customers asked me to replace a cracked window and send the bill to his insurance company. After we fixed his window, I began noticing just how many cars drove into the station with cracked windows. There are a lot more than you imagine. I realized that most of these cars carried insurance that covered glass breakage. The owners aren't too concerned with a cracked glass and don't want to take the time to go to a garage and have the glass replaced. When I began offering to replace the window and pointed out that the insurance would cover the cost, I began doing a nice little business. About every car owner I asked said, "Sure, thanks for mentioning it". One thing I'm always looking for is a small personal service that will make a steady customer out of the fellows that just drive in now and then. This is one of those services. I've gotten the business of some good sized fleets of trucks and cars, by showing the boss of these companies just what our service is like.

When I do a wash job for a man, I say to him, "We took a little extra trouble and made your tires look like new again". He notices the good job and I have a steady, or steadier customer. I use Advance Century Tire Sheen for black tires and White Sidewall Cleaner for the white sidewalls. "Black Magic" and "White Magic" are what the boys call them. You try them and if they aren't the best you ever used, write me and I'll refund your money. Special this month—I'm paying \$10.00 for the best idea I get on how to make money from a service station. With any good ideas, I'll guarantee you have a darned good chance of winning. Write it and send it today.

Be Secin' You Next Month
With Another Idea
Johnny

Please send me additional information on the following New Products described in the November, 1950, issue of SOUTHERN AUTOMOTIVE JOURNAL:

No. _____ No. _____ No. _____ No. _____ No. _____

Name (please print) _____

Company _____ Position _____

Number and Street _____

City _____ Postal Zone _____ State _____

Tear out and mail to SOUTHERN AUTOMOTIVE JOURNAL,
806 Peachtree St., N. E., Atlanta 5, Ga.

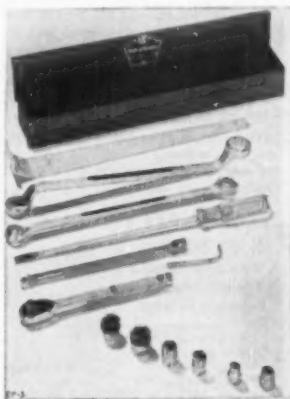
More New Products

(Continued from page 148)

139—Transmission Tools

Sets of tools for servicing automatic transmissions, available in 13-piece or seven-piece outfits, have been announced by Duro Metal Products Co., 2649 N. Kildare Ave., Chicago 39, Ill.

Other tools recently added to the line include: six-point extra-deep sock-



ets, Chevrolet truck-rim wrench and an assortment of clutch-head screwdrivers. Tools are of chrome-alloy steel, chrome plated.

Want more information? Use coupon on this page and you'll get it!

140—Frame Aligner

No. 197-84 Super frame-alignment service, featuring special step beams, clamps and heavy iron arms for quick hook-ups for any type of bend, has



been introduced by Bear Manufacturing Co., Rock Island, Ill.

Designed for flush or floor installation, the unit can be used for axle straightening, front-end alignment or checking caster, camber, toe-in, etc. The Flex-O-Power is part of the service.

Want more information? Use coupon on this page and you'll get it!

141—Metal Filler, Tape

A paste-like metal filler for body work and an electrical tape of vinyl plastic have been added to the line of Minnesota Mining & Manufacturing Co., 900 Fauquier Ave., St. Paul 6, Minn.

The filler needs no primer, a company announcement stated, and can be applied to steel and aluminum with squeegee or knife. It can be sanded by hand, vibrating sander or disc sander. It develops a metallic luster when sanded.

Tape No. 33 can be used for jobs that formerly required two or more conventional tapes, according to the manufacturer. A single wrap provides both electrical insulation and abrasion resistance, plus protection against moisture, oils and acids. It will withstand temperatures up to 176° F., has a dielectric strength of 10,000 volts and an elasticity with elongation up to 125 per cent.

Want more information? Use coupon on this page and you'll get it!



142—Marine Products

A booklet on its line of electrical products for marine engines has been issued by Cole-Hersee Co., 20 Old Colony Ave., Boston 27, Mass. It includes illustrations and specifications on sockets, plugs, connectors, switches, face-plates, knobs, dash lamps and fuse blocks.

Want more information? Use coupon on page 151 and you'll get it!

143—Truck Hose

A line of heavy-duty flexible hose and steel hose ends for trucks, buses, fleets and farm implements has been introduced by The Weatherhead Co.,

300 E. 131st St., Cleveland 8, Ohio. There is a selection of five different types, ranging from the low-pressure to the high-pressure wire-braid requirements. The line is described in catalog No. J-1503.

Want more information? Use coupon on page 151 and you'll get it!

144—Carburetor Cleaner

A carburetor cleaning kit that cleans while car is driven has been introduced by the Cristy Chemical Corp., Worcester 4, Mass.

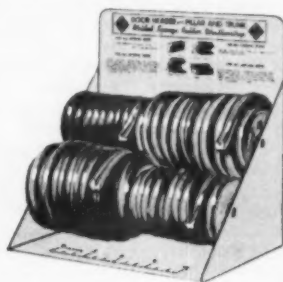
The kit consists of a plated metal 8-oz. gasoline-filter bowl, complete with parts, accessories and instructions for attachment in place of convention-

al 2-oz. bowl. The bowl is filled with Drygas and when car is started, cleaning begins. For best results, the bowl should be filled every 1,000 miles, a company announcement stated.

Want more information? Use coupon on page 151 and you'll get it!

145—Weatherstripping

A metal roller display for weatherstripping, complete with four spools of door and trunk weatherstrip, is now available from Kravex Manufacturing



Corp., 273 Van Sinderen Ave., Brooklyn 7, N. Y.

Applications of the different types of weatherstrip and a 12" ruler for easy measuring are lithographed on the display.

Want more information? Use coupon on page 151 and you'll get it!

146—Polishing Process

Catalog sheets on its "Spray Glaze" polishing process for automobiles have been issued by E. I. du Pont de Nemours & Co., Inc., Chemical Specialties Department, Wilmington 98, Del.

The sheets give information on the polish, two cleaners for use before polishing and spray equipment for applying the polish. After the car has been cleaned, the polish is sprayed on and the dust-like indicator wiped off, leaving a brilliant luster without rubbing or buffing, a company announcement stated.

Want more information? Use coupon on page 151 and you'll get it!

147—Hood Ornament

A hood ornament of Superman, the cartoon character, is now being produced by L. W. Lee Manufacturing Co., 87 Montrose Ave., Brooklyn 6, N. Y. Available in chrome or gold finish, it comes in two sizes for automobile hoods and bicycles.

Want more information? Use coupon on page 151 and you'll get it!



YOU ARE GUARANTEED PROFIT! With This Amazing New Machine



NEW Model 50 PETERSON SURFACE GRINDER
Grinds warped cylinder heads to .001 accuracy with amazing speed. Also grinds blocks, manifolds, clutch plates, flat flywheels and many other flat surface castings. Grinds average warped cylinder head in less than 10 minutes.

DUST PROBLEM SOLVED—Exclusive "Cyclone" dust collector, supplemented by a triple fibre glass filter unit banishes dust problem usually encountered in grinding operations.

OTHER FEATURES: (1) No set up needed. (2) Any man in your shop can operate. (3) VIBRA MOTIVE action permits fast, accurate cut with level stone.

BIG DEMAND • NEW FIELD

Model "T" Days Are Over

Lightweight, high compression engines demand this new head grinding service. Nation wide survey shows 8 out of 10 cylinder heads are warped. Put a Peterson grinder in your shop. If you act now, it will put you in a new field that is wide open with no competition.

Over a Thousand Satisfied Users
Purchase **PETERSON Surface Grinder**
ON 30 DAY TRIAL

MONEY-BACK GUARANTEE

ALL MAKING MONEY

Average Take — \$18.00 an Hour
Follow the example of these smart jobbers who are reaping big profits with this new grinder purchased on the Peterson Money-Making Guarantee. "Use our tested merchandising plan for 30 days. If you do not make money, return the grinder for full refund. We pay the freight both ways."

Profitable in towns as small as 3,000 pop. There is one case of four machines in one town of 15,000 population, all making good money.

PROFITS PAY FOR GRINDER IN 60 DAYS

Five Man Shop
Proves Value of
Peterson Grinder

Joe Bruno, owner of Bruno Piston Ring Service, Chicago, like hundreds of other jobbers, says, "It's the most profitable operation in my shop." Installing his machine on Dec. 24, 1948, by Feb. 22, 1949, had matched his investment with profits. He now makes \$30 to \$50 per day from this machine alone.



Joe Bruno



"Del" Peterson,
President

Proof? "MY FILES ARE OPEN"

DARNED CONFIDENT MY MACHINE IS A MONEY MAKER THAT I WILL SEND YOU THE NAMES OF SOME PETERSON GRINDER OWNERS NEAR YOU SO YOU CAN GET THEIR STORY FIRST-HAND OR IF YOU'RE STILL NOT CONVINCED, I'LL LET YOU SEE MY ENTIRE LIST. WRITE ME!



Call, Wire or Write for Full Details TODAY


PETERSON WELDING LABORATORIES, INC.
1425 Michigan Ave. Dept. 55 - Kansas City, Mo.

Please send me complete information about the Peterson Surface Grinder and names of owners near me. (Please check one below.)

☐ I buy my machine work from another company ☐ I operate my own machine shop

NAME _____ FIRM _____

ADDRESS _____ CITY _____ STATE _____



DELCO-REMY GENERATOR REGULATORS FOR DELCO-REMY ELECTRICAL SYSTEMS

Delco-Remy generator regulators are designed to match the performance of other Delco-Remy electrical units in the system . . . resistance values are selected to obtain maximum performance and life from the generator and battery, and contact point metals are chosen for best performance and longest life on each application. To maintain the original balance of the electrical system, only a Delco-Remy regulator of the proper model should be used as a replacement in a Delco-Remy equipped vehicle.

Delco-Remy

DIVISION, GENERAL MOTORS CORPORATION
ANDERSON, INDIANA

WHEREVER WHEELS TURN OR PROPELLERS SPIN

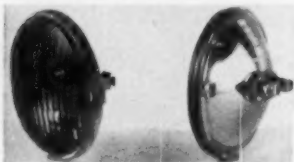


DELCO-REMY—A UNITED MOTORS LINE
Available Everywhere Through
UNITED MOTORS DISTRIBUTORS

148—Turn-Signal Lamps

Two turn-signal lamps, of the all-glass, sealed-beam type, have been added to the line of General Electric Co., Lamp Department, Nela Park, Cleveland 12, Ohio.

No. 4014A is a six-eight-volt lamp



and No. 4414A is 12-16 volts. Both are designed to meet SAE specifications for Class A, Type 1 signal lamps. Each has an outside diameter of 4½" and is equipped with fluted-prismatic lens.

Want more information? Use coupon on page 151 and you'll get it!

149—Tire Cleaner

Wite-Wall cleaner for white-side-wall tires is now available in pints, quarts, gallons and 55-gallon drums from Cecil H. Jarrett Co., Inc., Newton, N. C. One gallon is said by the manufacturer to clean 300 tires. The cleaner is applied with a wire brush.

Want more information? Use coupon on page 151 and you'll get it!

150—Ventilator Latch

No. 477 ventilator-window latch for General Motors passenger cars and



others using this type of latch has been added to the line of Champ-Items, Inc., 6191 Maple Ave., St. Louis 14, Mo.

Packed 12 to a box or 12 to a card, the latch can be installed in one minute with a screwdriver, the

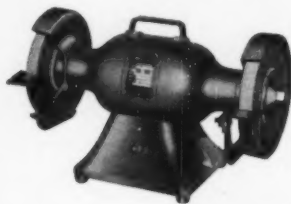
manufacturer stated. The display card is identified as No. 477-C.

Want more information? Use coupon on page 151 and you'll get it!

151—Bench Grinder

The 600 Series grinder, in ¼-h.p. and 1/3-h.p. sizes, has been placed on the market by Baldor Electric Co., 4353 Duncan Ave., St. Louis 10, Mo.

The grinder has wide clearance between wheels and motor frame for grinding large and odd-shaped pieces. Long pieces may be moved across the



front of the motor frame because it is smaller in diameter than the grinding wheel, a company announcement stated. Bulletin 349 on specifications and operation of the unit is available from the manufacturer.

Want more information? Use coupon on page 151 and you'll get it!

152—Wire and Cable

A line of automotive wire and cable, designed to give maximum coverage with minimum inventory, has been placed on the market by Guaranteed Parts Co., Inc., Seneca Falls, N. Y.

Battery cables and ground straps are full No. 1 gauge. Brass terminals are virgin metal and lead coated. Lugs are solid copper and seamless. The line is trademarked the "Line of Least Resistance."

Want more information? Use coupon on page 151 and you'll get it!

153—Front-End Catalogs

Two catalogs covering G-H front-end suspension parts, tie rods and king-bolt sets have been issued by Hershey Metal Products, Inc., Derby, Conn. Revised and simplified for quicker identification, the catalogs contain descriptions of 22 new front-end kits, 36 tie rods, 30 king bolts and 52 coil springs.

Want more information? Use coupon on page 151 and you'll get it!

SOME PARTS MUST BE PROTECTED AGAINST MOISTURE

ECHLIN CONDENSERS ARE WATERPROOF AT NO EXTRA COST TO YOU



ECHLIN



Ignition

CONTACTS
COILS • CONDENSERS
& OTHER AUTOMOTIVE
ELECTRICAL PARTS

ECHLIN MANUFACTURING COMPANY • 228 EAST ST., NEW HAVEN 5, CONN.



It will pay you to sell BOWERS

Cadmidyne

the PREMIUM Quality

"fill only **ONCE** a year battery"

with the PREMIUM Profit of \$11.04 For You!

Remember, BOWERS WAS *FIRST* with the amazing "fill only **ONCE** a year" battery . . . and BOWERS IS *BEST* from every angle! You make a big \$11.04 for your own pocket every time you make an *EASY* "Cadmidyne" sale. *EASY SALE* is right . . . just point out to every motorist that this **PREMIUM QUALITY** battery costs only a few pennies more per month for trouble-free operation. The slightly higher purchase price is more than justified in the extra months and miles of dependable battery service, as backed by **WRITTEN GUARANTEE FOR 36 MONTHS OR 36,000 MILES**, whichever occurs first. Point out that the Cadmidyne features a genuine hard rubber case — 51-power-packed plates of

Bowers exclusive Ball Mill Oxide and genuine Port Orford Cedar Separators. **CAD-MIDYNE** is the best buy for your customers —the best bet for you!



BOWERS

BATTERY & SPARK PLUG CO. • READING, PA.

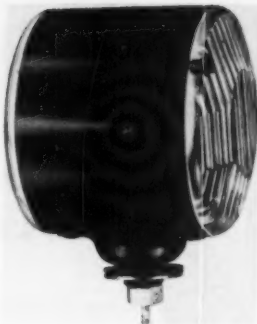
154—Tire Chains

A line of tire chains with saw-tooth lug construction is now available from Campbell Chain Co., York, Pa. A four-color packaging key indicates grade of chain and each box of passenger-car chains includes a chain applicator. Truck chains are in bags.

Want more information? Use coupon on page 151 and you'll get it!

155—Signal Lamp

A class "A" signal lamp, featuring a lucite lens that contains 12 square inches of surface, has been added to the line of Signal-Stat Corp., 1430 Herkimer St., Brooklyn 33, N. Y.



The lamp is double-faced and has special faceting to give maximum light. It is especially recommended for trucks and trailers, the manufacturer stated, because a single-face lamp cannot be seen from the side of the truck before it makes a turn and the double-face lamp eliminates this hazard.

Want more information? Use coupon on page 151 and you'll get it!

156—Parts Washer

A redesigned Turbo Blast washing machine for motor blocks and parts has been introduced by Storm-Vulcan, Inc., 2504 Commerce St., Dallas, Texas.

The machine uses water, heat, agitation and detergent to clean parts quickly. A labyrinth-type seal has been



developed to protect bearings. The impeller rotates at 419 r.p.m. and gives agitation to clean hard-to-get-to places. Two models are available: one that will handle blocks and shafts up to 42" and a larger model to handle blocks up to 63" by 20" by 27", shafts up to 74" or two parts baskets 31" in diameter.

Want more information? Use coupon on page 151 and you'll get it!

157—Lubricating Assembly

No. 350 linkage adapter assembly for lubricating isolated fittings has been developed by Universal Lubricating



Systems, Inc., 723 Allegheny Ave., Oakmont, Pa.

It consists of two metal tubes joined by a 360° all-steel swivel and fitted with couplers on each end. The assembly can be attached to standard control handles.

Want more information? Use coupon on page 151 and you'll get it!

See

The **MOST COMPLETE
HIGH QUALITY
LINE ...**

**GAS CAPS
RADIATOR CAPS
PRESSURE RADIATOR CAPS
FACTORY DUPLICATE
REPLACEMENT PARTS**

**ASI SHOW
BOOTH D178**

Attractively
Packaged




Badger

TOOL & MANUFACTURING CO., INC.

1501 WEST POLK STREET ★ CHICAGO 7, ILLINOIS

*Catch your limit
in cable profits
with*

PACKARD BATTERY CABLES

Battery cable profits won't "get away" from you when you handle Packard battery cable. For the quality is there . . . Packard cables are full size, full weight, and deliver a full measure of value. What's more, you have a choice of LeadAlloy terminal or Leaded Brass terminal . . . fast cranking, quick starting, and maximum battery life are assured. You'll catch your limit in battery cable sales with Packard cable!



Packard Electric Division, General Motors Corporation
Warren, Ohio



PACKARD BATTERY CABLE IS BEST BECAUSE . . .

Full gauge copper conductor . . . insures delivery of adequate power for quick starting.

Insulation of conductor is accomplished by a heavy sheath of special rubber compound, strong braid and lacquer.

Cadmium-plated "Korelug" attached by 50-ton press is integral part of conductor.

Raised bosses or shoulders for easy spreading of terminal.

Terminals, bolts and thick nuts are all given a special Packard corrosion resistant treatment.

Trade numbers deeply and clearly stamped into Korelug for positive identification.

Reference chart printed on bottom panel of container . . . trade number printed on end panel for quick identification.

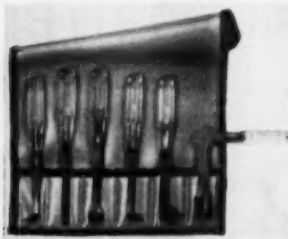
FOREMOST BUILDER OF AUTOMOTIVE AND AVIATION WIRING

SOUTHERN AUTOMOTIVE JOURNAL for NOVEMBER, 1950

157

158—Tool Kit

A set of six tools for adjusting contact points has been added to the line



of F. & B. Manufacturing Co., 4248 W. Chicago Ave., Chicago 51, Ill.

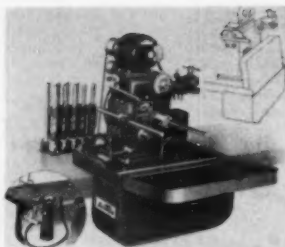
The Filko set has amber, shock-proof handles and steel blades. It is furnished in a pocketed roll.

Want more information? Use coupon on page 151 and you'll get it!

159—Honing Machine

An improved honing machine, featuring a redesigned oil-pumping system that is said to assure a positive stream of honing oil even when oil level is low, is now available from Sunnen Products Co., St. Louis 17, Mo.

Additional mandrels have increased the honing range so it is from .480" to 2.625", a company announcement stated.



The machine is also equipped with a gauge that enables operator to fit piston pins to within .0001" of desired diameter, the manufacturer said.

Want more information? Use coupon on page 151 and you'll get it!

160—Tire Inflator

An Eco Automatic Tirelator, having a pressure range of 5 to 110 lbs., is now being produced by John Wood Co., Bennett Pump Division, Muskegon, Mich.

Desired pressure is pre-set on dial and as tire is inflated, bell signal rings. When bell stops ringing, tire is at pre-set pressure, a company announcement stated.

Wall model 97 of the new line is illustrated. Pedestal model 98 and automatic hose retraction model 93 are also available.

Want more information? Use coupon on page 151 and you'll get it!

161—Fire Extinguisher

Fire extinguisher KD 622, of the vaporizing, double-acting type, has been introduced by K-D Lamp Co., 1910 Elm St., Cincinnati 10, Ohio.

The unit is said to shoot a stream up to 30 feet and to be effective for oil, gasoline and electrical fires. The liquid will not freeze at 50° below zero F. nor damage clothing and equipment, a company announcement stated. The extinguisher is of brass construction with bracket for mounting on vehicles. Refills are available in cartons of six quart cans.

Want more information? Use coupon on page 151 and you'll get it!

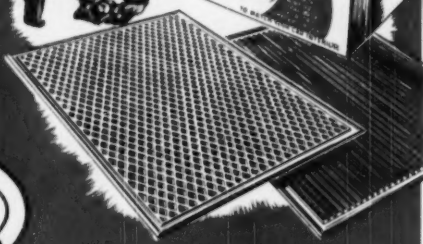
162—Battery Charger

Model L W Powercharger, featuring the Safety Therment to protect battery during charge, has been added to the line of Fox Products Co., 4700 N. 18th St., Philadelphia 41, Pa.

Temperature outside the battery, as well as inside, automatically determines charging time, a company announcement said. The unit tests all three cells at one time under discharge conditions. The streamlined cabinet has large, rubber-tired wheels for easy moving.

Want more information? Use coupon on page 151 and you'll get it!

MONKEY GRIP AUTO AND All-Purpose RUBBER MATS



**Blunt Diamond
SIZZLE
PATCHES**
Two sizes fill all Tube Repair Requirements. Colorful, sales making containers.

OTHER AUTOMOTIVE RUBBER PRODUCTS

• Tire and Tube Repair Materials • Splash Guards for Trucks and Trailers • Radiator Hose • Fan Belts • Friction Tape • Gasket Cement • Repair Gun • Boot & Reliner Cement

QUICK FACTS about MONKEY GRIP Auto and All-Purpose RUBBER MATS

- ✓ **TWO POPULAR DESIGNS**—Diamond Deluxe, and Rib and Groove
- ✓ **THREE CORRECT SIZES**—to fit floor space in cars
- ✓ **FIVE BEAUTIFUL COLORS**—Wine Red, Spruce Green, Texas Tan, Royal Blue and Black
- ✓ **PACKED IN DISPLAY CARTON**—Strong shipping carton makes Attractive Counter Display
- ✓ **QUALITY MADE**—Molded from all New Rubber compounded in our own factory. Jobbers invited to write for literature and prices.

BETTER MONKEY GRIP CO.

Partnership of L. M. Everett and Sons

5320 HARRY HINES BLVD.

DALLAS, TEXAS



IT TAKES A HOT-FOOT WITH A GRIN!

One thing is certain: the Blue Streak contact in this breaker plate can take more punishment with less squawking than any other contact in the business. That's why it outlasts them all.

It has a contact area that is 55.4% larger than ordinary points—a special Blue Streak feature to reduce the heat of the arc-at-break. Instead of ordinary tungsten, the Blue Streak point is made of high amperage tungsten. Not only can it carry more current,

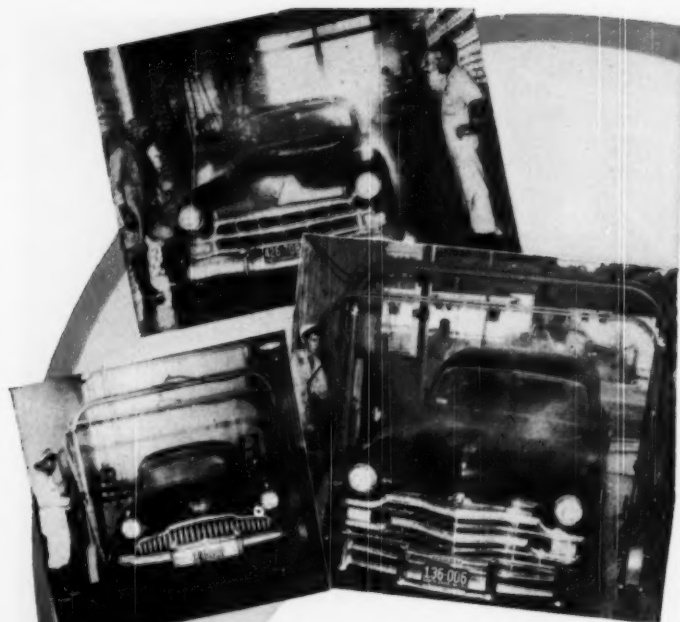
longer—it does so with hardly any burning or pitting.

The full length copper shunt cuts down resistance—allows the coil to deliver full power. The springs... the body—every part is precisely formed and, every piece is individually inspected to assure perfect fit.

Yes, you'll pay a few pennies more for this Blue Streak point but its quality assures longer life—it builds and insures your reputation.

better your business...buy Blue Streak

STARTING, LIGHTING & IGNITION PRODUCTS. WIRE AND CABLE
STANDARD MOTOR PRODUCTS, INC., LONG ISLAND CITY 1, NEW YORK



WAVEWASH

Sweeps

NORTH CAROLINA

—and all through the nation!

From Asheville to Wilmington . . . from Winston-Salem to Charlotte, smart station operators are installing WAVEWASH—the Automatic Jet Car Washer! And here's what they say:

"With WAVEWASH we are washing 72 cars a day with the same force that formerly washed only 20 to 25 cars a day."

"Our accessory sales have increased two-thirds, and we're pumping twice as much gas as we were before we put in WAVEWASH."

"WAVEWASH has brought us the best class of trade in town. It's the answer to our car washing problem."

Be smart! Be modern! With WAVEWASH one operator can easily wash 4 to 6 cars an hour! Just attach WAVEWASH to your water line—there are no extra installation costs. With *only a small investment*, you can set up a *profitable* car washing business. Write today for free illustrated folder giving complete details.

Sales Representatives Coast to Coast

JOBBERS—a few choice territories still open. Write today!



PHILLIPS PUMP & TANK CO.

Service Station Equipment for Over 30 Years

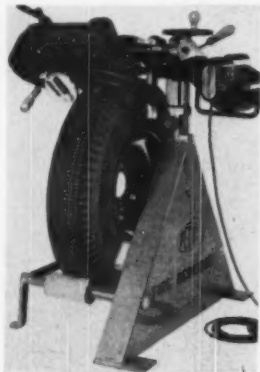
1000 Trucks & Buses

Champion & Co.

163—Tire Groover

A tire Deskidder, said to make it possible for one man to regroove four tires in less than 15 minutes, has been placed on the market by Peco Manufacturing Co., 20 W. Berkley St., Philadelphia, Pa.

A blade and adapter will cut snow and mud cleats in new, partially-worn



or recapped tires, the manufacturer stated. A design attachment is available with a variety of patterns that can be cut to restore smooth treads.

Want more information? Use coupon on page 151 and you'll get it!

164—Fuel Pump

A line of fuel pumps with the valve-cage assembly to eliminate internal gasket is now being produced by Airtex Automotive Division, Chefford Master Manufacturing Co., Fairfield, Ill.



The diaphragm of each pump has a 50,000-mile guarantee, the manufacturer stated. The pumps are said to operate through a range from extreme tropical heat down to 30°-below-zero temperatures. Models for various cars and trucks are available.

Want more information? Use coupon on page 151 and you'll get it!

165—Clearance Lamp

A streamlined clearance - marker lamp, designed to fit curves for fender, cab, body or three-in-line mounting, has been added to the line of Sparton Automotive Division, The Sparks-Withington Co., Jackson, Mich.

It is 8" long and has red, amber, green or clear lens. Housing is of heavy-gauge steel, chrome plated or finished in neutral green enamel. Mounting pad is of "closed cell" sponge rubber to keep water from seeping through.

Want more information? Use coupon on page 151 and you'll get it!

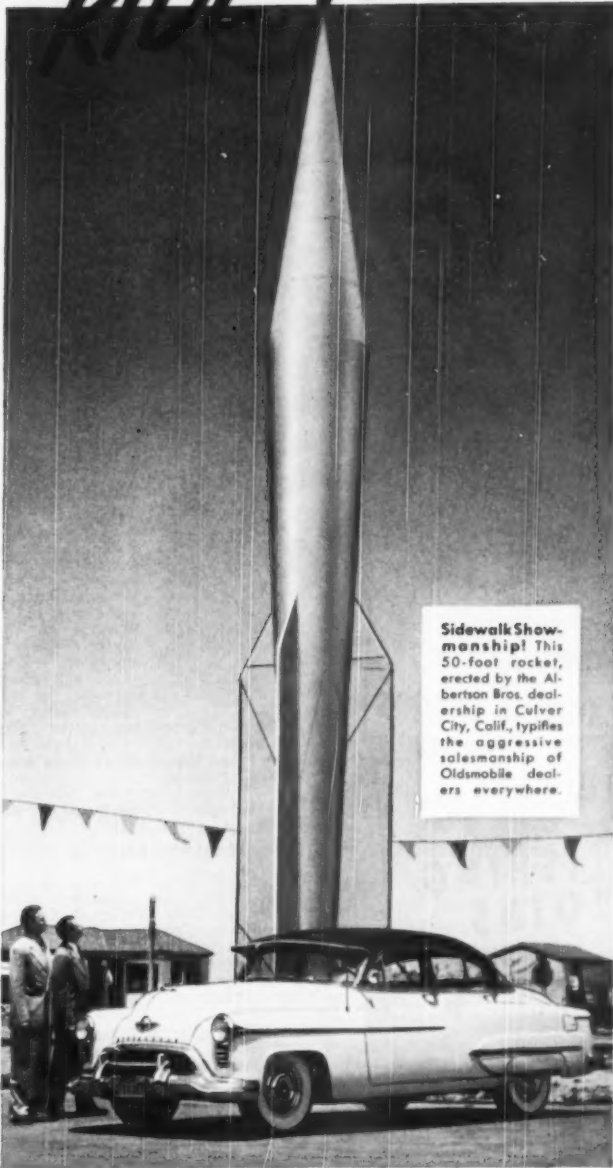


Oldsmobile Dealers

RIDE THE "ROCKET"

to Record-Breaking Sales!

Thousands of enterprising Oldsmobile dealers are ridin' high, wide and handsome—headed straight for the greatest selling year in their history! Already more new "Rocket" Engine Oldsmobiles have been produced and sold in 1950 than in any other single year—and the public wants more! They want to thrill to the trigger-quick response of Oldsmobile's famous high-compression "Rocket" Engine! They want to feel the smooth-going ease of Oldsmobile's exclusive new Hydra-Matic Drive! They're going for that "Rocket" ride! And Oldsmobile dealers everywhere are cashing in on this overwhelming public enthusiasm! That's the big reason why they're rocketing ahead to new sales records—with Oldsmobile!



Sidewalk Showmanship! This 50-foot rocket, erected by the Albertson Bros. dealership in Culver City, Calif., typifies the aggressive salesmanship of Oldsmobile dealers everywhere.



A GENERAL MOTORS VALUE

OLDSMOBILE

166—Tail-Gate Lift

A manually-operated tail-gate loader, made for use on pick-up trucks, has been added to the line of the Strat-



ton Equipment Co., Hanna Bldg., Cleveland, Ohio.

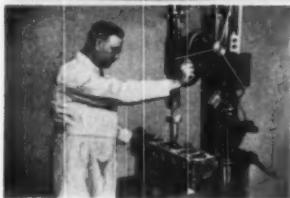
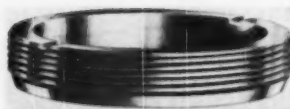
Model TG Hydro-Loader, as it is called, car lift loads up to 650 lbs. from ground to truck level in less than a minute, a company announcement said. Illustration shows positioning of controls.

Want more information? Use coupon on page 151 and you'll get it!

167—Valve Seats

Screw-in valve seats for installation on reground jobs are now being produced by Peterson Welding Laboratories, Inc., 1423 Virginia, Kansas City, Mo.

The seats have expansion clearance between the threads and are locked in



position. They can be reground and later replaced in the same threads without enlarging the counterbore, a company announcement said. They are cast under pressure from chrome-nickel-iron alloy for long wear and good heat conduction. Lower illustration shows the P-B drill-press installation and service unit, said to service all types and sizes of engines.

Want more information? Use coupon on page 151 and you'll get it!

168—Spark Plug

The double-gap X-citer spark plug, featuring a double-side electrode, has been developed by the Blue Crown Spark Plug Co., 1800 Winnemac Ave., Chicago 40, Ill.

Placing the gap at the end of the center electrode produces a double ionizing effect, the manufacturer stated. An electrical disturbance is excited in the entire sparking area and greater resistance to oil and carbon fouling is produced. The plug is recommended by the manufacturer for two-cycle engines and motor boats. The plugs are said to operate several times longer than ordinary plugs under fouling conditions.

Want more information? Use coupon on page 151 and you'll get it!

169—Heater Connection

A simplified electrical connection for installing its Freeman Headbolt engine heater has been introduced by Five Star Manufacturing Co., Box 353, East Grand Forks, Minn.

Two male prongs protrude from the heater. A 4½' cord set connects to these prongs by a rubber plug. The



other end of the cord has a molded-rubber male plug that extends through the radiator grille for connection to an outside extension cord.

Want more information? Use coupon on page 151 and you'll get it!

and the dealers' THE PEOPLE'S CHOICE

Visit our space at the A. S. I. Show.

The LAS-STIK Manufacturing Co., Hamilton, Ohio

Established 1915... 35 years serving the jobber

DISTRICT REPRESENTATIVES: Southwest — Lynn & Hemphill, 301 North Market St., DALLAS, 2; Southeast — Wesley O. Aaron, 843 Memorial Drive, S.E., ATLANTA; Kansas & Missouri — E. G. Craft, 804 W. 48th St. KANSAS CITY 2.

*Sell
the
Battery
that's
EASIEST
to sell!*

DELCO

AMERICA'S

No. 1

BATTERY

FOR ALL CARS AND TRUCKS



Automotive engineers prefer Delco. That's why more Delco batteries are used as original equipment on new cars and trucks than any other make.

That's why Delco is America's No. 1 battery—why people everywhere *know* Delco—want the dependability and value Delco

provides. Here, truly, are big sales advantages that help cut down your selling efforts . . . increase your business volume.

See for yourself! Lay in a stock of Delco batteries . . . display them well . . . and you'll soon enough discover why Delco batteries are the easiest to sell.



DELCO BATTERIES — A UNITED MOTORS LINE

Available Everywhere Through



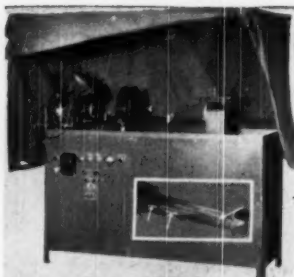
United Motors Distributors

170—Inspection Unit

Type DR-543 Magnaflux unit for inspection of truck, bus and car parts up to 54" long has been announced by Magnaflux Corp., 5900 Northwest Highway, Chicago 31, Ill.

The unit supplies high-amperage, low-voltage, alternating-current magnetization to magnetize parts longitudinally or circularly. Magnetic particles in oil suspension are flowed over the surface of the magnetized part and any crack in the part causes a local magnetic attraction to hold the particles and build them up.

Inspection under "black" light in the folding hood makes these defects clearly visible with a glowing fluorescent



line. The unit is set up to demagnetize parts after inspection so no separate

demagnetizer is needed. It is designed for operation on 220- or 440-volt, 50/60-cycle current.

The inset in the illustration of the DR-543 shows a connecting rod during inspection. Fluorescent Magnaglo indications mark the serious non-visible cracks in the part.

Want more information? Use coupon on page 151 and you'll get it!

171—Air Compressors

Four air compressors have been added to the line of the Par Compressor Division, Lynch Corp., 3600 Summit St., Toledo, Ohio.

They include: Models 201 and S201 of the single-stage, low-pressure type, featuring four cylinders with fin-type



aftercooler, 60-gallon tank, pressure switch and automatic unloader; controller; Model V51, a 1/2-horsepower, single-stage, two-cylinder compressor with vertical-type tank, and farm Model PG31, a 3/4-horsepower, portable, gas-engine unit with horizontal-type tank.

Want more information? Use coupon on page 151 and you'll get it!

172—Carburetor Cleaner

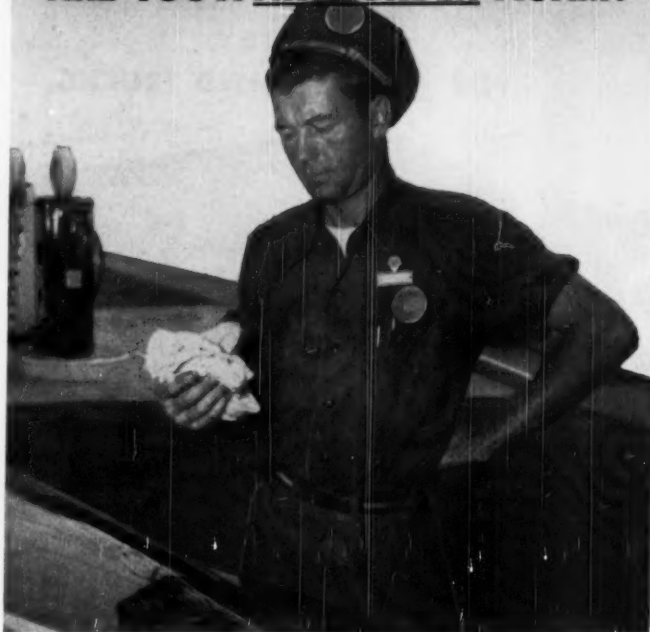
Carb Master carburetor and fuel-line conditioner, designed to remove carbon and gum and to absorb any moisture present in the fuel line, is now being produced by Rust Master Chemical Co., 56 Creighton St., Cambridge, Mass.

The solution is poured through the venturi tube while racing engine or can be poured directly into carburetor if it is excessively clogged. One pint added to ten gallons of gasoline every 2,000 miles is said to clean fuel line. The solution may also be used for cleaning parts.

Want more information? Use coupon on page 151 and you'll get it!



ARE YOU A FIRST ORDER VICTIM?



EVERYBODY'S RAGS ARE GOOD ON THE FIRST ORDER!

But how about the second order, or the third? Southern Wipers, Inc., with its WIPE-MASTER brand wiping cloths, has established a sound reputation throughout the trade for fair dealing through the years. Its representatives make no false claims or promises. Above all, Wipe-Master wiping cloths are 95%

uniform—from the first order to the latest. Wipe-Master wiping cloths are carefully sterilized and processed to deliver the best cloths for the price paid.

Want proof? Ask our customers!

Contact your jobber today or write for name of Wipe-Master jobber nearest to you.

JOBBER: Limited territories are still available. Southern Wipers invites interested jobbers to investigate Wipe-Master wiping cloths for their dealers. Write immediately for details on our profitable WIPE-MASTER jobber plan.

WIPE-MASTER

Wiping Cloths



SOUTHERN WIPERS, INC.

511 EAST 25TH STREET • CHARLOTTE, NORTH CAROLINA



AT YOUR SERVICE . . . ALL WAYS

- Terrific Power — MOST POWER PER DOLLAR
- Terrific Speed — 4800 RPM

U. S. 7-INCH UNIVERSAL ELECTRIC SANDER

Built with more power than you may need — but it's there when you want it and where you want it — and speed that whizzes up to 4800 rpm . . . for use with Resnoid wheels.

*Precision designed and constructed to provide BETTER FINISH
WITH LEAST WEAR ON ABRASIVE DISCS.*

For grinding castings, welds, surfacing with cup or saucer wheels . . . for high speed production metal finishing . . . for removing rust, paint and scale with brush and for a multitude of grinding jobs that come up constantly in any shop.

America's Most Complete **QUALITY LINE** includes drills . . . grinders . . . surfacers . . . polishers . . . sanders . . . tappers . . . hole saws . . . buffers . . . valve seat grinders . . . valve refinishing shops . . . flexible shaft machines and many other electrical tools and accessories.

YOUR JOBBER STOCKS UNITED STATES ELECTRICAL TOOLS

The UNITED STATES ELECTRICAL TOOL Co.
CINCINNATI, OHIO

173—Reversible Ratchet

A reversible ratchet in $\frac{1}{4}$ ", $\frac{3}{8}$ " and $\frac{1}{2}$ " drive, simplified in design and lightweight, has been announced by The New Britain Machine Co., New Britain, Conn.



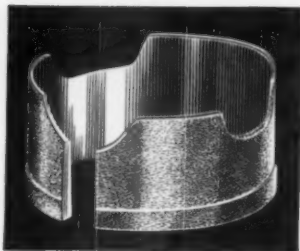
A shift of the lever reverses the ratchet. The tear-shaped head is said to get into tight corners and difficult places, providing maximum sweep. The tool is of steel with triple-plated chrome finish.

Want more information? Use coupon on page 151 and you'll get it!

174—Ring Insertor

A ring inserter, featuring three finger openings so each ring may be guided into the groove in the piston while pushing piston into the cylinder, has been announced by Herbrand Division, The Bingham-Herbrand Corp., Fremont, Ohio.

Small slotted section in the wall per-



mits expansion for installation of pistons and rings up to .060 oversize. The tool will handle U-Flex rings, as well as other types.

Want more information? Use coupon on page 151 and you'll get it!

175—Floor Mat

The Diamond De Luxe rubber floor mat for cars, featuring shake-out design, is now available from Better Monkey Grip Co., 5320 Harry Hines Blvd., Dallas, Texas.

The bases of the ridges are rounded or flared for easy cleaning. The back of the mat has a cleated gripping surface. Five colors are available: red, green, tan, blue and black.

Want more information? Use coupon on page 151 and you'll get it!

176—End Lift

Model B one-end lift, giving increased reach under the car with little increase in over-all length, is now being produced by Automatic Steel Products, Inc., Canton 6, Ohio.

Wide-spread lifting hooks are said



to fit new transmission housings and permit operator to lift front end without adapters. The cylinder assembly has been improved and the weight has been decreased with no loss of strength, a company announcement said.

Want more information? Use coupon on page 151 and you'll get it!

177—Bonding Line

The Minit-Bond line of brake-lining bonding tape, bonding liquid and bonding material activator is now being marketed by Barrett Equipment Co., 21st & Cass, St. Louis 6, Mo. Both the bond and tape are said by the manufacturer to produce a resilient, shear-resistant bond at low temperatures.

Want more information? Use coupon on page 151 and you'll get it!

Your MONEY-MAKER!

The Original
Smithy's
SINCE 1920
CUSTOM-BUILT MUFFLERS

Your selling features are:

- Straight thru type — all steel construction
- Blow-out and leak proof • Back pressure reduced to a minimum • Dynamometer tested for increased horse-power, performance and gasoline economy • Deep tone

INVESTIGATE . . .

this money-making opportunity in Smithy's line of single and dual custom-built mufflers and exhaust accessories.

Display boards, folders, catalogs and newspaper mats available.

JOBBER AND DISTRIBUTORS IN PRINCIPAL CITIES

Write for Catalog
Smithy's MUFFLER MFG. CO.
1718 Naud St., Los Angeles 12, Calif., Phone Capital 1-2193

Or
CALIFORNIA MUFFLER SALES CO.
5638½ N. Broadway, Chicago 40, Illinois

Announcing

A LIFE SAVER SERVICE for Southern Jobbers in '51

**OVER NIGHT
DELIVERY TO
6 SOUTHERN
STATES**

"... The nation's fastest-selling lines — The South's fastest SERVICE... It's your Warehouse in Memphis for every parts need..."

JAN MAJOR,
President

This is the announcement you have been waiting to hear! The Automotive Jobbers' Warehouse in Memphis will be ready to serve you in '51... with the nation's best lines ready for immediate delivery... just a few hours away!

29,000 sq. ft. of floor space, completely modern equipment devoted to helping you improve your service — increase your profits. Call or write NOW for details and a list of the dependable lines available through your warehouse in Memphis — The Automotive Jobbers' Warehouse, Inc.



**MANUFACTURERS
PLEASE NOTE:**

**SERVICES OFFERED TO
MANUFACTURERS:**

- Warehouse Space Only!
- Warehouse Service of receiving and shipping.
- Warehouse Service plus our sales force.

**We still have space for a few more
non-competitive lines.**

Our address at the show: Hotel Sheraton

Automotive Jobbers Warehouse Inc.

MEMPHIS, TENNESSEE

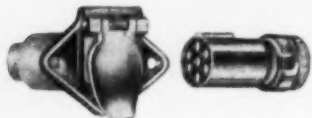
FOURTH AND GAYOSO STS.—1 BLOCK FROM HOTEL PEABODY

"The Best Lines in Six States"

178—Connector

A flap-lock-type connector for trucks and trailers, featuring a tunnel-shaped guide between cover and socket that is said to pre-align plug automatically for one-hand assembly, has been added to the line of Cole-Hersee Co., 20 Old Colony Ave., Boston 27, Mass.

No. 1220 is a seven-way unit, No. 1231 is a four-way unit and No. 1234



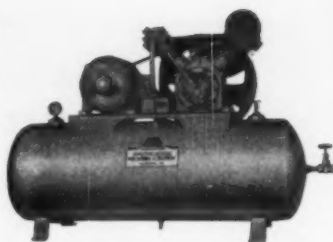
is a six-way unit. Socket has a locking flap with automatic release that is said to let go without damaging flap if trucker fails to uncouple. Terminals in both plug and socket are color coded.

Want more information? Use coupon on page 151 and you'll get it!

179—Air Compressors

A line of air compressors, featuring the oil-interlocked unloader, is now being marketed by Westinghouse Air Brake Co., Wilmerding, Pa.

Operated from the compressor's pressure-lubricating system, the interlock assures that the compressor is up to speed before compression starts, a company announcement stated, avoiding



starting overload on the motor. The "Y" line, in models from 1/2 to 15 horsepower, also has a redesigned aftercooler to remove moisture and oil from discharge air.

Want more information? Use coupon on page 151 and you'll get it!

180—Fuel Pump

A line of mechanical fuel pumps with built-in ceramic filter is now available from Carter Carburetor Corp., 2830 N. Spring Ave., St. Louis 7, Mo.

The pumps have a one-piece cam lever to eliminate linkage and prolong



life. Accordion-type oil seal, extra-large valves, one-piece synthetic-rubber-impregnated diaphragm and outlet airdome are other features.

Want more information? Use coupon on page 151 and you'll get it!

181—Hose Program

A training program on its fittings and hose lines has been announced by The Weatherhead Co., 300 E. 131st St., Cleveland 8, Ohio.

The program consists of a two-part slide film, trainee booklet, demonstration kit with cut-away samples and an instructor's manual.

Want more information? Use coupon on page 151 and you'll get it!



PYROIL fights these enemies of YOUR car...

- DRY STARTS
- FRICTION WEAR
- GUM and SLUDGE
- BATTERY DRAIN
- CORROSION

There's no need to let weather changes find your car vulnerable to attack on vital engine parts. Now is the time to add Pyroil, to protect your car against the extra risk of changing weather driving.

Pyroil contains the special property of making motor oil cling to cylinder walls and piston rings. That's why Pyroil eliminates "dry starts"—it keeps engines free of sludge and reduces wear due to friction, rust and corrosion.

Pyroil is economical ammunition for fighting these enemies of your car. You'll find Pyroil at your nearest gas station. Just ask the attendant to add Pyroil—add miles to your car.

PYROIL FOR AIRCRAFT ENGINES

Use Aircraft Pyroil B for lubricating oil, Aircraft Pyroil A for gasoline.

GIVEN!

An attractive Pyroil metal savings bank, takes coins up to 50¢ pieces. MOTORISTS, it's yours for the asking; sent postage paid.



PYROIL COMPANY

528 Main Street

La Crosse, Wisconsin

Canadian Distributors:
Central Purchasing
Agencies, Ltd.
Toronto, Ontario

PYROIL fights these enemies of YOUR business...

- SEASONAL SLUMPS
- PROFIT "DIPS"
- UNCERTAIN QUALITY
- BRAND CHANGES
- VARYING DEMAND

Pyroil is a year around demand product

—a year around profit maker—sup-

ported by continuous advertising (since

1932) in leading magazines and on the

nation's major radio stations. Pyroil is

the "Companion of Champions"—the

first choice of consumers—the best bet

for jobbers and dealers.

Let a factory representative tell you the

complete Pyroil merchandising and pro-

motion program.



Southern Representatives

Southeast
McDonald & McPherson Co.
P. O. Box 452,
Atlanta, Georgia

Southcentral
John T. Jolly Sales Co.
1916—34th Avenue
Meridian, Miss.

Southwest
Hirsig-Frazier Company
807 Cotton Exchange Bldg.
Dallas, Texas



HUDSON FOR '51 *Covers the Market!*

✓ 4 rugged series,
priced from just
above the lowest!

✓ A fabulous new car...
the Hudson Hornet!

✓ Unequalled loyalty and
satisfaction of more
than 400,000 owners of
"step-down" designed
Hudsons!

✓ A dealer franchise
that is the most
liberal and fairest
in the industry!

HERE, to the left, is the Hudson line-up for '51!—A money-making, business-building line-up! The smartest, most modern, most saleable merchandise on any motor car row.

Prices start from just above the lowest, and range through four great markets—with the Pacemaker, the Super-Six, the Commodore and the fabulous Hudson Hornet.

Your prospects can pick their price, choose their power—and what a selling you can give them with these '51 Hudsons! Unequalled roominess! An unmatched ride! Outstanding performance! Impressive safety!—They're all part of the great Hudson story for '51.

And—there are still well-located Hudson dealer opportunities! With the fairest deal in the industry—with Hudson retail sales breaking twenty-year records—the way is open for men who want to build a sound business and steady profits!

Write, wire or phone C. A. J. Hadley, General Sales Manager, Hudson Motor Car Company, Detroit 14, Michigan.

Get in with Hudson and get a deal that's a real deal!

HUDSON FOR '51

Priced From Just Above the Lowest

LOWER-PRICED
PACEMAKER CUSTOM

RENOWNED
SUPER-SIX CUSTOM

LUXURIOUS
COMMODORE CUSTOM

FABULOUS
HUDSON HORNET

THE BILLY ROSE SHOW
supports Hudson
dealers weekly on
coast-to-coast
ABC-Television

182—Water Tubes

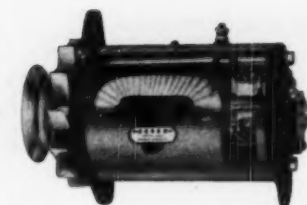
A line of water-distributing tubes for popular makes and models has been introduced by Dorman Products, Inc., Cincinnati 2, Ohio.

Most sizes are available in galvanized steel or corrosion- and rust-resistant solid brass. Tubes are boxed individually, with complete car application shown on box.

Want more information? Use coupon on page 151 and you'll get it!

183—Generator

The 1951 generator, featuring an extra-heavy mica-insulated commutator, has been announced by Arrow Armatures Co., 15 Fordham Road, Allston, Mass.



All strain points are reinforced with heavy cloth and reinforcements are used between coils to prevent short circuits. Full-size, varnished and baked field coils give long service. Housing

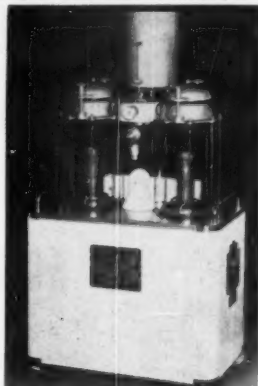
is finished in gray hammertone. Exposed parts are plated with cadmium.

Want more information? Use coupon on page 151 and you'll get it!

184—Block Cleaner

A redesigned Pressure Purger for cleaning cooling systems and motor blocks has been announced by Choldun Manufacturing Corp., 11 W. 42nd St., New York 18, N. Y.

A special baffle arrangement retains the full chemical solution at all times, so that none is wasted, a com-



pany announcement said. Pyrex glass cylinders that permit the car owner to see the sludge as it is removed and trapped behind filters are another feature. The unit is air operated.

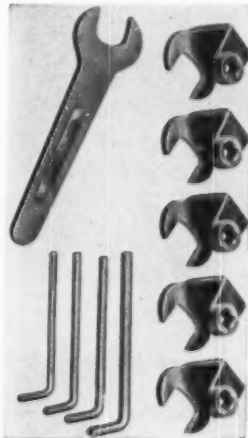
Want more information? Use coupon on page 151 and you'll get it!

185—Caster-Camber Set

A caster-camber wrench set for making front-end adjustments on late-model cars has been introduced by Owatonna Tool Co., 306 N. Cedar St., Owatonna, Minn.

The set consists of ten wrenches: one flat open end, five U-shaped 1/2" drive wrenches and four Allen-type wrenches. The set may be used on Ford, Chevrolet, Chrysler products, Pontiac, Cadillac, Hudson and others.

Want more information? Use coupon on page 151 and you'll get it!



CLOGGED RADIATORS

Quickly opened up the low-cost Oakite way!



Free illustrated Booklet gives details on de-clogging radiators. Tells how to save money on all service shop cleaning jobs. Send today!

If you are in the market for a really good compound for cleaning out clogged radiators—here it is . . . Oakite Stripper.

Built-for-the job Oakite stripper has powerful cleaning action. It quickly ousts tube-clogging sludge and silt. Solutions stand up for long periods. Up-keep is very low.

Your local Oakite Technical Representative will gladly help you install a simple boil-out set up for your radiator repair work. Just give him a call. Or drop us a post card for complete details. No obligation either way.

OAKITE PRODUCTS, INC., 400 Thomas St., NEW YORK 6, N. Y.
Technical Service Representatives in Principal Cities of U. S. & Canada

OAKITE

SPECIALIZED INDUSTRIAL CLEANING
MATERIALS • METHODS • SERVICE



Exide has EVERYTHING

The GREAT NEW EXIDE BATTERIES that motorists want to buy

Powerful NATIONAL ADVERTISING support

SELLING AIDS that assure quick, easy, profitable battery sales

EXIDE SURE-START SERVICE

Battery SERVICE EQUIPMENT that's economical and easy to use

WITH EXIDE—YOU HAVE EVERYTHING—SEE THE EXIDE DISTRIBUTOR

THE ELECTRIC STORAGE BATTERY COMPANY, Philadelphia 32 • Exide Batteries of Canada, Limited, Toronto

"Exide" Reg. Trade-mark U.S. Pat. Off.

WHEN IT'S AN  ...YOU START

186—Mirror Display

A merchandiser to which four mirrors can be attached and which is said to occupy little space in counter or window is now available from Super-site Corp., 354 Canal Place, New York 51, N. Y. The mirrors are available in

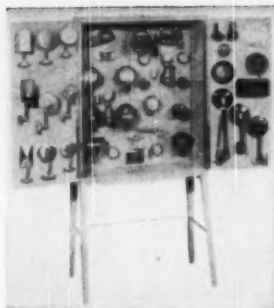


gold-color glass or gun-metal glass. Want more information? Use coupon on page 151 and you'll get it!

187—Light Display

A presentation display for its entire line of lamps, mirrors, conversion kits and other accessories has been announced by Yankee Metal Products Corp., Norwalk, Conn.

The display is in a cabinet that measures 36" by 40" and stands on a wooden horse, making it suitable for floor display or sales meetings. Any item can be illuminated, for each one is wired for contact with a wet-cell battery. Requests for loan of the display should be addressed to Yankee.



Want more information? Use coupon on page 151 and you'll get it!

188—Tractor Light

Tractor light B890T, featuring a 5½" glass lens and sealed-beam bulb, has

been announced by K-D Lamp Co., 1910 Elm St., Cincinnati 10, Ohio.

The body is of heavy-gauge steel, reinforced with a steel plate where bracket joins body. Mounting is of universal type to permit horizontal or vertical adjustment of beam on different vehicles. A single screw holds door rigidly in place, the manufacturer stated, but makes it easy to replace bulb.



Want more information? Use coupon on page 151 and you'll get it!

189—Silicone Polish

Silicone has been added to its Mobo automobile polish, it has been announced by John T. Stanley Co., Inc., 642 West 30th St., New York 1, N. Y. The combination of the standard ingredients plus silicone increases resistance to moisture, corrosive liquid, sunlight and heat, a company announcement stated. It is said to produce a gleaming, hard finish that will not water spot.

Want more information? Use coupon on page 151 and you'll get it!



ong ago — as early as 1904, Wohlert set up a policy of standardization in Automotive Parts Manufacturing and supplying for both original equipment and replacement parts users.

This policy incorporating the selection of only best materials, fine workmanship and fair pricing has been rigorously adhered to for nearly half a century in good and bad times alike.

Through depressions and 2 World Wars Jobbers and Dealers have found profit and security in the dependable Wohlert line of over 5,000 Engineered items.

Wohlert Corporation
Lansing 5, Michigan

190—Filter Display

A merchandiser for oil-filter lines, including 11 universal lines that range in length from 10" to 28", has been introduced by The Imperial Brass Mfg.



Co., 1200 W. Harrison St., Chicago 7, Ill.

Lines are individually boxed to stay fresh and clean. Six adapter fittings of three types are provided. No. U-100-FT, as it is identified, can be hung on the wall or placed on a counter. It is of steel construction.

Want more information? Use coupon on page 151 and you'll get it!

191—Two-Post Lift

A two-post lift with an 8,000-lb. capacity and a wheelbase range of 100" to 160" is now being produced by Curtis Pneumatic Division, Curtis Manufactur-



ing Co., 1905 Kienlen Ave., St. Louis 20, Mo.

The unit provides unobstructed floor space when not in use, the manufacturer stated, and has a 72" plunger travel above floor, permitting taller men to work in comfort.

Want more information? Use coupon on page 151 and you'll get it!

192—Gasket Guide

The 15th edition of its gasket guide has been issued by Victor Manufacturing & Gasket Co., 5750 Roosevelt Road, Chicago 50, Ill.

The edition gives comprehensive data on gasket replacements for passenger cars, trucks, buses, tractors and machine and industrial engines. A complete numerical listing of factory parts numbers and their interpretation in the Victor stock numbers is one feature. Alphabetical prefixes and suffixes in combination with stock numbers help identify the contents of gasket sets.

Want more information? Use coupon on page 151 and you'll get it!

193—Salesman's Binder

A redesigned salesman's binder, available in capacities up to 8", has been placed on the market by Buchan Loose Leaf Records Co., Clifton Heights, Pa.

Removable binder permits replacing some or all removable sheet holders.

Want more information? Use coupon on page 151 and you'll get it!

194—Filter Cartridge

The Wixite oil-filter cartridge, featuring resilient, non-felting depth filtrant, has been developed by Wix Accessories Corp., Gastonia, N. C.

A blend of cotton threads and imported bast fibers forms a sludge-trapping network that does not collapse or mat down, the manufacturer stated. The surface coating is largely eliminated and the filtrant reportedly absorbs a greater volume of dirt and sludge with no appreciable drop in flow rate. This is said to result in longer cartridge life.

Want more information? Use coupon on page 151 and you'll get it!

195—Headlight Tester

Model 560 headlight tester, with an improved sighting tube and more positive leveling of the testing box, is now available from Bear Manufacturing Co., Rock Island, Ill.

A redesigned kink-lock makes up-and-down position control quick and smooth, a company announcement stated, while styling adds to merchandising value. A photoelectric-cell process is used to find the highest-intensity area of the light.

Want more information? Use coupon on page 151 and you'll get it!

again in
1951
it's **MOBO**
**FOR PRESTIGE
AND PROFIT**

- The One Complete Line
- A Leader Since 1865
- Full Dealer Cooperation
- National Advertising
- Liberal Discounts



See us
at Booths
A-155-7-9,
ASI Show



THREE WINTER SPECIALS

Write for Complete Catalog and Prices

JOHN T. STANLEY CO., INC., 626 West 30th St., New York 1, N. Y.

Jobber News

(Continued from page 89)

their normal inventory.

Robert E. Phelps, partner, Phelps-Roberts, Washington, D. C.—Scare buying has ceased. We do, however, expect it to start again in November when controls, priorities and allocations are due to start.

Johnson Whitsett, sales manager, Smyth Auto Supply, Amarillo, Texas—We did not notice any scare buying during Septem-

ber. This is, no doubt, due to the fact that our stock has been exhausted on the two most critical items—tires and batteries—which definitely were items purchased 30 to 90 days prior as scare-buyers' items.

J. R. Maxwell, sales manager, Braxton Auto Parts, Whiteville, N. C.—Scare buying has about ceased.

W. M. Padgett, vice-president, Southwick Automotive, Topeka, Kan.—Scare buying, not heavy, in gaskets, bearings and anti-

freeze.

Christine Watson, bookkeeper, Automotive Parts, Texarkana, Texas—Scare buying mostly in equipment and materials containing metals.

John C. Schneider, sales manager, Parks & Hull Automotive Corp., Baltimore, Md.—Most of our customers are buying normally, except in a few cases they are buying maybe a 90-day supply of batteries.

Charles E. Kennard, manager, Coiner Parts, Staunton, Va.—Scare buying in tires, batteries, body lead, copper tubing, rivets and all other items of a similar nature.

W. E. McCleskey, owner, McCleskey Brothers, Gadsden, Ala.—Only a few items are on the scarce list. Permanent-type anti-freeze, body lead and copper tubing are the main items that dealers and shops are buying in larger amounts than usual. There does not seem to be any buying on other items that might become scarce later due to government controls. There seems to be an attitude of waiting and taking whatever will be available at the time of controls.

O. L. "Pete" Garner, secretary-treasurer, Hayes & Hopson, Inc., Asheville, N. C.—"Scare buying on tires and permanent anti-freeze."

William Mattern, manager, Auto Dept., Interstate Electric Co., New Orleans, La.—"The scare buying has practically stopped."

A Montgomery, Ala., firm—"Scare buying has dwindled to the point that it is practically nil in our area."

Maxie P. Blalock, owner, Decatur Parts, Decatur, Ala.—I think the scare buying is over in this section. Things have leveled off to a pre-Korean War business.

J. B. Cunningham, manager, automotive division, Birmingham Electric Battery Co., Birmingham, Ala.—Little scare buying. Mostly products made of copper and lead.

G. K. Linkhous, owner, Links, Danville, Va.—Anti-freeze, batteries and copper tubing.

L. C. Matthews, sales manager, Alexander-Seewald, Atlanta, Ga.—Still some scare buying on tires, a few items in shop equipment and, of course, Prestone anti-freeze. All other items seem to be about normal.

One Tampa, Fla., jobber reported tersely: "Our customers aren't

ATTENTION all Southern Automobile Dealers!

— IT'S FLORIDA for the 1951 N.A.D.A. CONVENTION and National Automobile Dealers EQUIPMENT EXHIBITION at Miami and Miami Beach JANUARY 7TH-10TH

Plan NOW to attend the greatest NADA Convention and Exhibition . . . It will surpass all in size, in scope, and in importance. This is your Convention . . . in your part of the U. S. . . . support it, enjoy it, make your reservation NOW!

The greatest Convention ever! Largest Exhibition ever! a FLORIDA VACATION you'll never forget!

N. A. D. A. CONVENTION BUREAU HEADQUARTERS 120 24TH STREET, MIAMI BEACH, FLORIDA

convention sessions

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equipment exhibition

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nationally noted speakers

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clinic discussions on subjects of major interest

★

entertainment featuring a big family party and all-star program

★

enjoy the vacation of a lifetime under the tropical sun in '51

scared."

Among those reporting no signs of scare buying at the beginning of October were:

R. A. Nix, buyer, Jenkins Automotive Parts Service, Columbia; W. J. Tole, president, The Tole Co., El Paso, Texas; H. W. Waldman, owner, New Dixie Auto Parts, Vine Grove, Ky.; J. J. Bowen, manager, Bowen Auto Parts & Machinery, San Antonio, Texas; Don E. Sanders, manager, Farmington Auto Supply, Farmington, Mo.; G. N. Lockridge, president, Kansas City Auto Supply, Kansas City, Mo.; R. H. Curby, owner, Curby Auto Supply, Ottawa, Kan.; Louis Post, D & N Auto Parts, Greenwood, Miss.; R. J. Baker, sales manager, Arl J. Dillman & Son, Caruthersville, Mo.; Emory R. Young, president, Motor Car Supply, Charleston, W. Va.; O. Leon Montgomery, vice-president and sales manager, R. T. Clapp Co., Knoxville, Tenn.; A. J. Siegal, president, Alabama Auto Parts, Birmingham; C. W. Newman, owner, Perry Auto Supply Co., Perry, Fla.

Sauter Brothers Marks 25th Anniversary

A SILVER and blue booklet was mailed recently to customers and friends of Sauter Brothers, Clinton, Okla., marking the firm's 25th anniversary.

"As I round out 25 years as an automotive jobber, it gives me great pleasure to extend my personal greetings to the many customers I have served, the many close friends I have made and the splendid concerns I have represented," A. M. "Dean" Sauter commented in the booklet.

"I have always tried my best to be fair with every customer—every manufacturer with whom I have had the pleasure of doing business. I am proud of the fact that I have worked with some of my customers for the full 25 years of my operations, and I hope to continue to deserve their confidence and cooperation."

English Equipment Moves

English Equipment Co. of Dallas, Texas, is now at 3016 Gaston Avenue, next door to its former location. The firm is owned and operated by Mr. and Mrs. J. Robert English, Sr., and their son, J. Robert English, Jr.

W. A. Shope Manages Thermoid District

W. A. "BILL" Shope is now manager for Thermoid Co. of Trenton, N. J., in the district covering North and South Carolina, northern Georgia, northern Alabama and eastern Tennessee. He will headquarter at 338 Peachtree St., N. E., Atlanta.

Formerly with World Bestos Corp. and Piston Ring and Parts Co. of Atlanta, Shope has worked with automotive replacement

parts for 15 years, both as a jobber and a manufacturers' representative.

Anthes Appoints Williams

Frank H. Williams Co. of Covington, Ga., has been appointed representative for the Anthes Force Oiler Co. in Florida, Georgia, North and South Carolina. In addition to Frank Williams, the company includes Paul Williams at Covington and David Misenheimer at Tampa, Fla.



Checking and tightening U-bolts is a matter of seconds with a CP-770 Air Impact Wrench.



CP Air Impact Wrenches are the only impact wrenches with detachable angle heads for close quarter work.

The toughest nuts—even in the most awkward spots—are handled with a CP Controllable Air Impact Wrench. And there's a CP air wrench for every automotive job, from driving screws to tightening spring U-bolt nuts on the heaviest trucks and running nuts on Budd wheels. Capacities: CP-730 to 7/16" bolt size; CP-750 to 5/8" bolt size; CP-770 to 1" bolt size; all equipped with detachable heads.

Controllable power assures that nuts and cap screws on hydraulic units, connecting rods, cylinder heads and main bearings can be run to proper tightness.

A still larger wrench, CP-365, capacity to 1 1/4" bolt size, is available in straight or angle head models.

Write for full information

See the full line
in Booths
D170-D176
A.S.I. show
December 4-8



**CHICAGO PNEUMATIC
TOOL COMPANY**

General Office: 8 East 40th Street, New York 17, N. Y.

AUTOMOTIVE SERVICE EQUIPMENT • FENDER IRONS • ELECTRIC TOOLS
AIR IMPACT WRENCHES • AIR COMPRESSORS • PNEUMATIC PUMPS

Southwest Show Mails Jobber Applications

APPPLICATIONS for sponsors of the 1951 Southwest Automotive Show have been mailed to 825 jobbers doing business not only in the states usually covered by the show but in Missouri, Kansas and Nebraska also, Show Manager D. A. Johnson announced late last month.

With the show set in the Municipal Auditorium at Oklahoma City for April 26-29, it is expected

that many jobbers in these states will become sponsors, Johnson said.

Prospective exhibiting manufacturers have already received invitations to participate in the ninth Southwest Show. These manufacturers probably will contact a greater number of their jobbers in the show than in previous exhibits because a greater number have already elected to sponsor the 1951 show than at a corresponding time in prior years, Johnson said.

"Another factor leading to this conclusion is that the Southwestern Automotive Wholesalers Association has decided to hold its next general meeting in Oklahoma City just prior to the show," he asserted.

Shortage of space is one of the principal problems. Manufacturers exhibiting in the 1950 show, held in San Antonio, received priority on space until Oct. 28. After that date contracts from other manufacturers were in line for acceptance in chronological order.

W. H. Vick of Oklahoma City Hardware Co. is show president and Ben Wright of American Electric Ignition Co., Oklahoma City, is chairman of the show committee.

AAR Members Adopt Revised Emblem

THE new emblem for the Automotive Affiliated Representatives, shown below, has been approved by the membership and will become official Jan. 1, association officers have announced.

A lapel button similar to the emblem, featuring white enamel on a blue background and gold lettering, has also been adopted. Members will begin wearing the button at the ASI Show in Chicago in December.



Regional Show Managers To Form Association

A MEETING at which it is proposed to form a permanent organization, to be known as the "Regional Show Coordination Board," will be held Dec. 5 at the Stevens Hotel in Chicago, it has been announced by L. F. Woolman, executive manager of the Equipment and Tool Institute, temporary secretary of the board.

This meeting follows up one held last May in Chicago at which a temporary group of regional-show representatives was formed. C. M. Bauer, secretary of the Middle Atlantic Regional Show, Inc., was elected temporary chairman.

Matters for discussion at the December meeting include: clarification of types of shows and their objectives, show-area zones, frequency of shows per year and area, show months and area rotation of the shows.



SHOW your customers you have a personal interest in their safety. Refill their brake system with dependable WARCO GRADE "A" HYDRAULIC BRAKE FLUID. They'll not forget this personal service and return to your shop with a flow of other jobs. Nor will they forget the constant uniformity which WARCO BRAKE FLUID gives under all weather conditions.

To assure additional safety, WARCO BRAKE FLUID is produced under rigid step-by-step supervision of laboratory technicians.

Sole manufacturers of Warco Grade "A" Products

Ask your jobber or write us.

WARWICK LABORATORIES CO.
334-42 Cleveland St., Brooklyn, N. Y.

WARCO Opportunities For Profitable Jobs

WARCO Hydraulic Transmission Fluid
(For Hydraulic Transmission on General Motors Cars)
WARCO Grade "A" Heavy Duty Brake Fluid
WARCO Shock Absorber Fluid No. 200
WARCO Knee Action and Shock Oil No. 100
WARCO Mo-Tun-Up WARCO Liquid Radiator Flush
WARCO Rub-A-Lube WARCO General Purpose Oil
WARCO Penetrant WARCO Liquid Engine Seal
WARCO "K.O." Carb WARCO Liquid Radiator Seal
WARCO Jack Oil WARCO Gasket Cement
WARCO Windshield Cleaner
WARCO Replacement Universal Joint Boots



Only about two thirds of the audience can be seen in this photo made during one of the business sessions of the Automotive Wholesalers Association of Alabama last month at Montgomery. Below Mr. and Mrs. N. G. Cammack of Selma, decked out in Gay Nineties finery, receive from Executive Secretary Nathan M. Roberts the first prize voted in this contest of fun and fellowship during the social hour.



Alabamians Participate In Government Clinic

A CLINIC at which government representatives explained the operations of the wage-hour law, state sales tax, unemployment compensation and the old age and survivors insurance program highlighted the fall session of the Automotive Wholesalers Association of Alabama last month at Montgomery.

Many of the approximately 100 persons present bombarded the speakers with questions after each had concluded. The speakers were: Walter Marvin, wage-hour examiner, Department of Labor; W. C. Spidle, sales tax supervisor, State Department of Revenue; William A. Major, director, State Unemployment Compensation Bureau, and Cecil L. Simpson, manager, Montgomery Field Office, Social Security Administration. Earl Slye of Ensley was the presiding chairman.

Searching details of the sales tax statute and the wage-hour measure were brought out by questions asked from the floor.

The officials explained how they administered the law.

Among the speakers at the two-day meeting, were Ira Saks, pres-



Here's the first high speed wood bit especially designed for use with power tools

Herbrand

Whiz Bits

- ★ Speed 450-3500 R.P.M.
- ★ Hole diameter $\frac{1}{8}$ " to $1\frac{1}{2}$ "
- ★ Easily sharpened
- ★ Extended Whiz Bits from 6" to 60" long



Whiz Bits bore end grain, side grain, partial holes, through knots—and at any angle from 45° to 90° in either hard or soft woods. Masonite, Bakelite, fibre, plastics, plywood, composition board or mica are also easily bored.

Whiz Bits are precision made, forged from tough molybdenum steel and can be sharpened with a flat file. Designed for use in drill presses, pneumatic or electric drills having standard key-type $\frac{1}{4}$ " chucks.



See the Whiz Bits on the Tool-of-the-Month display board at your Herbrand distributor or write us.

Set No. 600 (illustrated) consists of 6 sizes: $\frac{1}{8}$ ", $\frac{1}{4}$ ", $\frac{3}{8}$ ", $\frac{1}{2}$ " and 1". Packed in compact aluminum case.

Mechanics net \$12.00



Herbrand Tools

Fremont 8, Ohio

ident of Accurate Parts Mfg. Co., Cleveland, and B. W. "Whit" Ruark, general manager of Motor and Equipment Wholesalers Association, who spoke along the same lines as they had a day or two earlier at the Texas wholesalers' meeting, as reported on this page, third column.

The junior executives, headed up by Charlie Cammack of Selma, had charge of the evening's entertainment, which featured a Gay Nineties social hour and dinner, followed by a dance.

Comments on some of the jobbers' problems came from President M. D. Taylor of the association and the manufacturers' viewpoint was given by Hugh Bigler, president of Connors Steel Co. at Birmingham.

"How to Plan Sales Meetings" was discussed by R. G. Jones, vice-president and sales manager of Parts Service Co., Montgomery.

Elections will be held as usual at the spring meeting, to be held next April in Montgomery.

Executive Secretary Nathan M.

Roberts was lauded highly by individual members and later given a rising vote of thanks for his successful work with the association.

Selling Never Lets Up, Saks Tells Texans

It's no time to think about reducing the number of salesmen in the belief that gross volume is going to stay up.

It's going to be just as hard to show a net profit from here on as it has been in the past 12 to 18 months.

Authority for the first sentence was Ira Saks, president of Accurate Parts Mfg. Co., Cleveland, Ohio, and the second sentence was emphasized by B. W. "Whit" Ruark, general manager of Motor and Equipment Wholesalers Association. They spoke at the fall meeting of Automotive Wholesalers of Texas at Dallas last month.

"The attitude of some jobbers today is to gobble up all the merchandise they can get their hands on and then somebody will come around and take it from them," declared Saks.

Jobbers must get together on the local levels, he said, including the staging of local trade meetings at which the jobbers' role in the aftermarket business could be explained more fully and also the arranging of technical meetings "at which the best engineers could come and talk to your trade."

Ruark said that the "time may be coming when salesmen will have to be paid a straight salary and a good incentive bonus." He cited the decreasing profit margins of wholesalers and pointed out that while a comparison with previous years' gross volume might show an increase, "it's true that higher volume usually means higher overhead and therein poses a big problem."

W. T. Kennedy, field secretary of National Standard Parts Association, said:

"The government at this time is in a state of great confusion" and went on to say that "it is evident that wages and prices will be frozen simultaneously, and there will be no rollback, by the end of the year."

He urged his listeners to set up a permanent wage and promotion scale so that the wage schedule would permit automatic raises by having a job description with its

MAKE 3 WAY PROFITS... Starting NOW!

with
COMBINATION SERVICE MASTER

HYPRESSURE Jenny

and **STEAM THORO-PURGE**





1. CLEANING COOLING SYSTEMS with Steam Thoro-Purge

... right now, when three of every four cars on the road need radiator and motor block reverse-flushing. Thoro-Purge does it *fast . . . thoroughly . . .* without mess or bother . . . brings new customers in . . . makes you **EXTRA MONEY.**



2. DOING AUTO CLEANING JOBS with Hypressure Jenny

Cash in on dozens of **EXTRA-PROFIT SERVICES** such as cleaning motors . . . chassis . . . springs . . . grille work . . . preparing cars for undercoating. Hypressure Jenny does 'em fast and thoroughly . . . builds your business . . . **BOOSTS YOUR INCOME.**



3. SPEEDING REPAIR JOBS

Cleaning first with Hypressure Jenny saves up to 40% of your mechanics' time on repair jobs. Hypressure Jenny also saves time, labor, and money cleaning tools, lifts, pits, floors, walls, driveways, windows, etc., 10 times faster than by hand labor . . . Adds to your **PROFIT.**

GET THE FULL STORY, New Booklet "1001 WAYS TO EXTRA PROFITS" sent FREE.
Write for it today—NOW!



HYPRESSURE JENNY DIVISION
HOMESTEAD VALVE MANUFACTURING CO.
Serving Since 1892

P. O. BOX 99

CORAOPLIS, PENNSYLVANIA

These Texans lined up for the photographer immediately after elections by the Automotive Wholesalers of Texas at the fall meeting at Dallas last month (l. to r.): Dean A. Johnson, executive secretary; T. C. "Buddy" Garrett of Dallas, retiring president; J. T. Davis of Motor Parts Co., Corpus Christi, who was elevated from vice-president to president; Burnay Wilson of Houston, vice-president, and Carl L. King of Amarillo, treasurer. R. L. Hodges of Paris, absent, was named secretary.



wage bracket. He warned that as labor gets scarcer with the increased needs by defense industries, it would be far more difficult to hold employees under wage and hour controls unless the schedule had already been set up and therefore recognized as proper under a freeze.

Kindel Paulk of Wichita Falls Battery & Electric Co., Wichita Falls, said:

"The independent repair shop, which should be our mainstay, seems to be a breed that is diminishing. The dealer accounts make attractive salary offers, offer nice working conditions and, as a result, the mechanics have become softer and don't want to do the hard grind and long hours that are most often required to develop a shop.

"Perhaps it wasn't your experience but my wife and I worked 16 to 18 hours a day for many years with no vacation or even Sundays or holidays off, before we could take a deep breath, but folks don't do that much any more. That is, I think, the reason we have so few good independent repair shops. The boys just haven't got the guts to go through that hard development period that is generally necessary for success."

He declared that jobbers "have got to educate those boys just like you do your salesmen."

"The Economic Outlook" was discussed by Dr. Arthur A. Smith, Dallas economist; Walter Kirkpatrick of the Automotive Advertisers Council presented the "Care Will Save Your Car" program, and a sales film bought by the association was shown.

Members of the southwestern group of Automotive Affiliated Representatives entertained the association and its guests at a cocktail party which preceded a dinner and dance.

Elected as directors were T. C.

INCREASE YOUR



The Quick, Easy Profitable Way

ENJOY ADDED



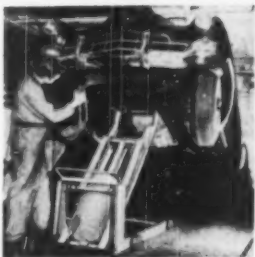
NO OTHER LIFT DOES THE JOB AS WELL NO MATTER WHAT THE COST OR CLAIMS



Guaranteed-Safe-Economical...

IDEAL FOR...

Steam Cleaning Racks — Body and Fender Depts. — Paint and Brake Depts. — Auxiliary Greasing — Shock Absorber Service — Front End Rebuilding — Tightening Work — Undercoating Work.



Portable Pneumatic Auto-Lift...

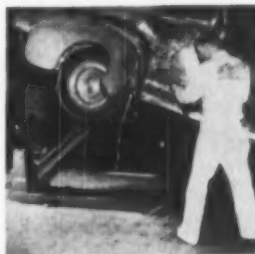
Lifts either end of any car to 30 inches with safety. No "tricky" attachments required. Load is supported by air tight cylinder and made doubly safe at any height by automatic safety lock.

Raises car to the most convenient working height. Eliminates tiresome, back-aching crouch. No part of Bay-Lift extends beyond area occupied by car thus saving valuable floor space. Can be moved as easily as a jack and used indoors or out by simply attaching air hose. Leading car manufacturers have approved Bay-Lift.

HEAVY DUTY MODELS FOR TRUCKS

SEE IT AT THE A. S. I. SHOW

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BAY MANUFACTURING COMPANY

BOX 405—TORRANCE, CALIFORNIA

OVERSEAS DIVISION, 145 W. 45TH STREET, NEW YORK 19, N. Y.

Garrett of Dallas, the retiring president; Cory H. Mountjoy of San Antonio, T. J. Trippe of Abilene, Jack Durrett of Tyler, Louis W. Barnett of Fort Worth, Frank K. Meyer of Houston, C. C. Varnell of Waco, Kindel Paulk of Wichita Falls, Stanton Thatcher of Amarillo and August Yakie of Port Arthur.

The next fall meeting will be held at Houston. The spring meeting will be held in connection with the Southwest Automotive Show at Oklahoma City next spring.

Brown Goes to Tennessee

R. A. Brown has been promoted to salesman for the eastern Tennessee territory of The Black & Decker Mfg. Co. He will headquarter in Knoxville, Tenn. Brown formerly was service manager at the Cincinnati branch.

Strausz Takes on Buchan

Strausz, Inc., Atlanta, has been appointed representative in the southeastern territory for Buchan Loose Leaf Records Co. of Clifton Heights, Pa.



These men will direct Automotive Booster Club B-4, Dallas, in the coming year. They are (l. to r.): Front row, J. W. McGavock, secretary; John D. Harvey, second vice-president; Ray C. Rieke, president; Frank J. Brogan, retiring president, and Ben H. Abbott, treasurer; back row (directors): Ed Shipp, Jr., Ben Sears, E. J. "Dan" McDermott, Tommie Everett and Herbert Davis. First Vice-President Artie Barnett was absent when the picture was taken. In a highlight of the meeting last month, B-4 presented a life-time membership to D. H. "Pappy" McFadden. The club donated \$110 to the Community Chest.

"We added United Motors to our lines last month," Vernon Kleier, general manager of Jarvis Auto Supply, Winfield, Kan., reported.

* * *

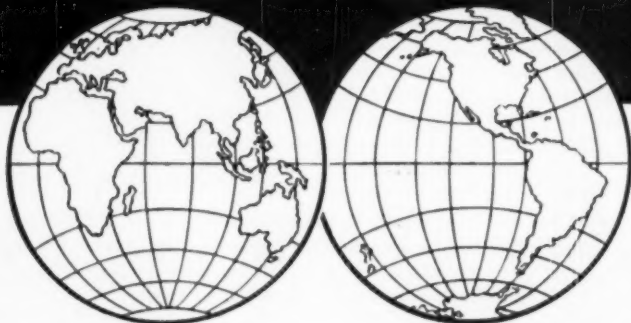
"General conditions in our territory are good," Edward Cow-

ard, president of Allied Auto Parts Co., Inc., Mobile, said.

* * *

"We have added Zerex and Zerone to our lines," O. Leon Montgomery, vice-president and sales manager of R. T. Clapp Co., Knoxville, Tenn., reported.

REPAIRMEN THE WORLD OVER ARE SWITCHING TO ANDREWS



Because —

This triple-value line of ignition parts, wire and cable is a complete line of packaged profits, fully guaranteed — with rapid turnover. Dependable parts for extra-duty service favorably known the world over. Ask your jobber.

Customer Satisfaction

Since 1921

Andrews
MANUFACTURING CO.
ST. LOUIS, MO.

Export Division
LIONEL-ESSEX INTL. CORP.
New York 10, N. Y.



Miss Yolande Betheze of Mobile, Ala., will not only greet visitors at the R. M. Hollingshead Corp. booth at the Automotive Service Industries Show at Chicago next month but will pose for photographs with them. She is a second cousin of W. C. "Bill" Betheze of Betheze Spring Service, Mobile, who is well-known to southeastern jobbers. Miss Betheze's father died about a year ago. She is an only child.

Virginias-Carolinas Group Urges Price-List Changes

RESOLUTIONS requesting the national associations to contact manufacturers in an effort to provide the jobbers with proper price lists before instituting price changes on their particular lines were adopted at the meeting of the Virginias-Carolinas Automotive Wholesalers Association at Greensboro, N. C., Oct. 18-19.

Giving special emphasis to narrowing margins and increased expenses, J. Howard Reed, counsel for the management and legislative department of Motor and Equipment Wholesalers Association, spoke on "The Cost of Doing Business in the Automotive Wholesaling Industry."

The first day was taken up with discussions of current jobber problems by various members of the association. V. W. Condrey, Condrey Motor Parts Co., Richmond, Va., led off with a discussion of the best ways of paying employees under present conditions of increased living costs.

Wray Morse of Morse-Parker Motor Supply, Inc., Portsmouth, Va., is president of the group.

Woodham Becomes Wholesaler

Woodham's Auto Supplies is the name of the independent jobbing firm now operated by B. G. Woodham at McColl, S. C. He formerly operated the business as a Western Auto Associate store.

B-6 Will Fete Jobbers

The annual jobber-Booster party of Automotive Booster Club B-6, Atlanta, will be held Nov. 24 at the American Legion Club on

Piedmont Ave. Walter A. Mahoney is in charge of the program.

E. J. Cappelmann Dies

E. Julius Cappelmann, president of C. D. Franke & Co., Charleston, S. C., died October 15.

"The cotton crop is very bad because of too much rain," Louis Post, D & N Auto Parts Co., Inc., Greenwood, Miss., reported last month when asked to comment on conditions in his territory.

for greater safety



K-D mirrors for your every need!

KD 103

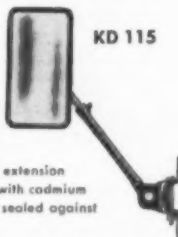


TWO New EXTENSION MIRRORS for Light Trucks

KD 103 and KD 115 have wide application on panel and pickup trucks.

Combination hinge or panel mounting... heavy duty non-slip adjustable hinge bracket. Steel arm with reinforced extension joint extends 9" to 13". Finish black enamel with cadmium plated inner sleeve. Short telescoping mirrors sealed against weather... adjustable to any angle.

KD 115



KD 103 is equipped with KD 105 Round Mirror Head... 5" diameter... ribbed for strength... improved moisture-proof protection.

KD 115 has 4 1/2" x 8" Rectangular KD 111 Mirror Head... offset mounting assures vertical position and minimum vibration!



KD 113 GMC - Chevrolet... with curved bracket to fit late trucks... locked in position by friction tension... 6" mirror with rubber guard.

KD 114 Dodge... 6" mirror... rubber guard... easy hinge mounting on late model trucks... black enamel finish.



KD 109 Extension 15" to 24" ... panel or hinge mounting ... 5" mirror ... adjustable.

KD 112 Panel or hinge mounting... head 4 1/2" x 8" ... extension 15" to 27" ... braced!



KD 101 For panel or pickup truck... 5" mirror... panel mounting... 12" heavy duty reinforced 5/8" diameter tube arm.

KD 108 Extension 15" to 27"... panel or hinge mounting... 5 1/2" or 6 1/2" mirror.

K-D LAMP COMPANY

1910 ELM STREET

CINCINNATI 10, OHIO



Washington Group Plans For Collective Xmas Gifts

A COMMITTEE has been appointed by the Greater Washington Automotive Jobbers Association to study the advisability of making a collective Christmas gift in the form of a donation to a local charity in lieu of the novelty Christmas gifts heretofore given customers by individual jobbers in past years.

A proposal that .05 of one per cent of gross sales of the previous year be considered as each jobber's donation, or a percentage of previous Christmas outlays, was to be put to a vote late in October if the plan is adopted by the association's 20 members.

The gift will be given in the name of the customers, who will receive due appreciation from the hospital or ward receiving the gift. Useful equipment for hospitalized children, like an oxygen tent or iron lung, is being planned.

It is hoped that this new departure will eliminate pre-Christmas rivalry and competition

among jobber-salesmen for customer good-will and obtain more genuine and sincere good-will for the jobbers. The action is also being taken in deference to the requests of certain large fleet-owners, car and truck dealers who have found the excessive Christmas spending on gifts to their employees getting out of hand.

Serving on the committee are: Morris Goodman of Miller-Dudley Co., Inc., Washington; Van Lippard of Auto Parts and Machine Co., Rockville, Md., and Chairman Robert Phelps of Phelps-Roberts, Inc., Washington.

Frank Mulvey of National Service Co., Washington, is president.

Aberdeen Adds Shop

Aberdeen Auto Parts, Aberdeen, Miss., recently installed a complete machine shop. Owner Alex Preston reported that business and collections are good.

MEWA Convention Plans Address by Parker

OPERATING a wholesaling business under today's conditions is the theme of the annual national business conference of Motor and Equipment Wholesalers Association, to be held Dec. 1-2 at the Stevens Hotel, Chicago.

President James C. Parker of Mobile, Ala., will highlight the topic in an address on "Warm War-Time Management."

"Salesmanship in a Sellers' Market" will be the topic for Harry Bowser, director of sales education for Thomas A. Edison, Inc. "Your Profit Outlook" will be dis-



Mr. Parker

using an old-fashioned
parts cleaner?

CLEAN THE MODERN WAY

with

NO BRUSHING
NO SCRAPING
NO HEATING
NO DILUTION



Don't waste your time scrubbing metal parts when you can clean them faster and better with one dip in Bendix* Metalclene. It lifts the grime from the dirtiest parts—large or small—without brushing or wiping. And you save money, for Metalclene keeps its strength. Clean the modern Metalclene way today.

*REG. U. S. PAT. OFF.

BENDIX PRODUCTS DIVISION of

SOUTH BEND 30, INDIANA

Export Sales: Bendix International Division, 73 Fifth Avenue, New York 11, N. Y.



cussed by J. Howard Reed, management and legislative counsel of MEWA.

The MEWA sales training films on "Step Up Sales Plan" will be shown.

Arrangements are being completed for discussions on materials and product allocations, manpower controls, procedures for deferment, doing business with government and other phases of operation under a controlled economy. Frank G. Stewart, MEWA member of the Automotive Wholesalers' Washington Committee on Selective Service, will report on activities of the committee.

Walter A. Kirkpatrick, chairman of the Automotive Advertisers Council's Industry-Wide Advertising Committee, will give a visual presentation of the "Care Will Save Your Car" program.

Duane Jones, president of the council, will present awards to association members who are winners in this year's ad contest.

B. W. Ruark, general manager, will discuss "What Price Discrimination?"

Business-Outlook Talks Scheduled by NSPA

DISCUSSIONS of the business outlook and of the specific problems of the automotive service industries will be the chief topics of the annual convention of National Standard Parts Association at Chicago Dec. 1-2.

Frank Miller of Raybestos-Manhattan, Inc., will speak on manufacturer-jobber relations.

Other speakers on the program include: H. B. Truslow of Richmond Auto Parts, Inc., Richmond, Va., president of Automotive Engine Rebuilders Association; Vernon Kleier of Jarvis Auto Supply, Winfield, Kan., immediate past president of Southwestern Automotive Wholesalers Association; Robert W. Kerr, Herbrand Division of Bingham-Herbrand Corp., Fremont, Ohio; W. E. Lahr, Jr., W. E. Lahr Co., Minneapolis, Minn.; J. A. Layley, Smith Auto Parts, Inc., Portland, Ore., and M. H. Moore, National Automotive Parts, Ltd., Toronto, Ontario.

"It is a critical year in our industry with many problems developing which will have far-reaching effects on all of us," said Director R. W. Kerr. "They include the return of government controls, scarcity of materials and parts, changes in labor conditions and in regulations affecting employer-employee relationships, increases in prices, higher taxes and the effect of recent actions under anti-trust laws. These and other problems, including some down-to-earth discussions of practical operating questions, will be aired."

Headquarters hotel for the meeting is the Hotel Sherman.

G. W. Kleinschmit of the Automobile Equipment Co., Detroit, Mich., is president of the association. C. C. Tapscott of McQuay-Norris Manufacturing Co., St. Louis, Mo., is senior vice-president and Fred S. Roberts of Phelps-Roberts Corp., Washington, is junior vice-president.

"Roy Stewart, outside salesman, is in Myrtle Beach, S. C., at this writing," Secretary-Treasurer O. L. "Pete" Garner of Hayes & Hopson, Inc., Asheville, N. C., reported last month. "He will have plenty of fish stories when he returns from his vacation, as will Luke 'Farm-Boy' Hill, who is also on vacation." Editor's note: That Hill fellow is a real fisherman, too!

New Orleans Jobbers Select Masset

STANLEY Masset, secretary, has been selected by the Associated Automotive Wholesalers of New Orleans to attend the secretaries' conference sponsored by National Standard Parts Association in Chicago just before the opening of the ASI Show. The meeting at which Masset was selected was marked by an overflow attendance, Archie B. Kiefer, chairman of publicity, reported.

The members expressed their admiration for the progress made by the local Service Station Association and voted to present a rod and reel as a prize for the service-station outing, Kiefer reported.

Braxton Attracts Crowd

"We had a large dealer meeting last month," J. R. Maxwell, sales manager of Braxton Auto Parts, Inc., Whiteville, N. C., reported recently. "Barbecue was served to over 400."

CONFIDENCE AT THE WHEEL

SAFRYD

click! it's on—
and your family's safe






**THIS HIGH PROFIT ITEM
sells on sight!**

SAFRYD sells itself because every motorist knows he needs it. These attractive new safety chains provide sure, visible protection against accidents. Tots can't unsnap them, but you can in an instant!

You can be sure of a fine profit on a fast selling item when you start displaying SAFRYD safety chains to your customers. They're quickly installed, cadmium-unichrome plated for enduring, tarnish-free finish. Most motorists want four!

**place a trial order
and watch 'em move!**

THIS handsome 11 x 14 display card holds one dozen SAFRYD chains, mounting screws and quick installation instructions. Order trial cards from your jobber TODAY. Put one out and watch SAFRYD sell on sight!

JARRELL  **PLYBON**

PRODUCTS, INC.

Backed by 50 Years of Manufacturing Know-How
1200 South Mint St., P. O. Box 2154, Charlotte, N. C.





The eating and the meeting both absorbed the attention of automotive men from northeastern Alabama last month, as these photos of just a fraction of the throng at the Gadsden get-together show.



Over 1,200 Hear Parker At Gadsden Meeting

"TO GET business, you must ask them to buy. The more sales you expose yourself to, the more you will sell. Work smarter by checking jobs."

Those are a few of the suggestions made by James C. Parker of Motor Parts & Supply Co., Mobile, to more than 1,200 automotive men of Alabama who attended the get-together sponsored by the Gadsden jobbers at the Gadsden municipal auditorium Oct. 19.

Parker, who is president of Motor and Equipment Wholesalers Association, was introduced by Nathan M. Roberts, executive secretary of the Automotive Wholesalers Association of Alabama.

Other features of the evening were a talk by M. D. Taylor of Andalusia, president of Automotive Wholesalers Association of Alabama, a stage show and a barbecue.

W. E. McCleskey of McCleskey Brothers was general chairman for the meeting.

Sponsoring firms included: Alabama City Auto Parts Co., Cain, Blue & Combs, Malone Parts Co., Southern Auto Supply Co., Attalla Auto Parts Co., Gadsden Auto Parts Co., McCleskey Brothers and Swann Auto Parts Co.

W. A. Mahoney Becomes President of B-6

WALTER A. Mahoney of Henry S. Clark Co. was elected president of Automotive Booster Club B-6, Atlanta, at a meeting on Oct. 28. He succeeds Jack D. Shaw of the Weaver Manufacturing Co.

Jack Henry, Aluminum Industries, Inc., was elected first vice-president and A. G. Laughridge, The Fafnir Bearing Co., was elected second vice-president. C. M. Gray of SOUTHERN AUTOMOTIVE JOURNAL was renamed secretary and C. W. Stuff, Ahlberg Bearing Co., was chosen treasurer of the group.

TOP-INKS

- FLEXIBLE
- LOW-LUSTRE
- WATERPROOF
- HIGH VISCOSITY



Used to recondition convertible, fabric tops, on automobiles, when faded, soiled, water-marked, or weathered.

**DO NOT HARDEN WITH AGE, AND
HAVE NO APPEARANCE OF PAINT.**

May be brushed-on; or sprayed, by reducing with equal parts of Century Top-Ink-Thinner.

Spraying will give more even coverage, and hence, slightly better appearance.

Colors—BLACK, BEIGE, GREEN, MAROON, AND BLUE

Approved by Leading Car Manufacturers.

ONE OF OUR LINE OF QUALITY, INTERIOR, RECONDITIONING PRODUCTS

Write for pamphlet

See your jobber

CENTURY PRODUCTS CO.
DETROIT 4, MICHIGAN

News Briefs

(Continued from page 85)

business is still just as good as the meat business or any other.

"Let's get first things first," he emphasized, saying that the important thing was the international situation and not the profit picture.

Speaking on "Combined Operations," S. E. Skinner, general manager of the Oldsmobile Division and vice-president of General Motors Corp., used the term to describe "the double-barrelled effort of the United States to increase its military strength and preserve its civilian economy."

"We do know that Korea is not a battlefield of final decision," he said. "We know that the end of the Korean fighting will not bring any real peace."

"As Usual" Is Out

"So, you see, 'business as usual' is out—out for a long time to come. And I might say here, too, that 'government as usual' should be out. If ever there was a time for frankness and honesty in the government, now is the time. Today, more than ever before, the American people need to know just what the score is."

"They must be told what they are up against and just how the government intends to meet the situation. Only then can they enter wholeheartedly and effectively into 'combined operations.'"

The association sent a telegram to the National Automobile Dealers Association "unanimously condemning" the 15-month credit regulation and "urgently requesting" the Federal Reserve Board to rescind its action.

The 1951 meeting of the association will be at the Buena Vista Hotel, Biloxi, Miss., in September or October.

Newly-elected directors include: C. W. Bond, Arlington; Guy Henderson, Ripley; John M. Walker, Covington; Allen B. Moore, Humboldt; Fred Michie, Jackson; R. C. Tilgham, Kenton; Hugh Truex, Jackson; John L. McCawley, Sr., Cookeville; Buford Wright, Nashville; W. P. Wade, Gallatin; L. B. Stevens, Nashville; James H. Dowling, Jr., Columbia; James A. Mullican, McMinnville; Roy G. Byrn, Murfreesboro; W. J. Ellis, Columbia; Lucian Caperton, Lawrenceburg; S. I. Bryant, Cleveland; Leon

Cagle, Chattanooga; Earl Shaw, Chattanooga; Glen Hall, Lenoir City; Roy A. Cruze, Knoxville; Raymond Norris, Knoxville; D. Brantley Burns, Knoxville; Chester Pace, Clinton; Walter C. Adams, Bristol; J. A. Clark, Kingsport; Max Easterly, Greenville, and Roger Piercy, Elizabethton.

Frankel Heads Chefford

Eugene V. Frankel has been elected president of Chefford

Master Manufacturing Co., Inc. Formerly executive vice-president, Frankel succeeds L. A. Blackburn, who was elected chairman of the board.

Chefford Master Names Somberg for Sales

S. J. SOMBERG is now general manager of Chefford Master Manufacturing Co., Fairfield, Ill. Somberg formerly was sales manager of the Airtex Division and will continue to head it.

TWO BE SURES!

ONE! BE SURE
YOU USE A WET
RUBBER LUBRICANT

TWO! BE SURE
IT'S RUGLYDE

For Safer, Faster, Easier tire changing . . . insist on RuGLYDE, the ready-to-use, industry-accepted, wet lubricant. Sold by leading jobbers everywhere in the economical gallon size with RuGLYDE tire applicator.



CHECK-OFF LIST

RUGLYDE®

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| <input checked="" type="checkbox"/> DOES give 100% safe lubrication on natural or synthetic rubber. | <input checked="" type="checkbox"/> DOES NOT make tube soft or tacky or cause it to stick in casing. |
| <input checked="" type="checkbox"/> DOES have superior wetting properties—economical . . . goes further. | <input checked="" type="checkbox"/> DOES NOT damage tube or impair its warranty. |
| <input checked="" type="checkbox"/> DOES improve tire mounting service at point of sale. | <input checked="" type="checkbox"/> DOES NOT leave dry deposits on tube to cause tire static or radio interference. |
| <input checked="" type="checkbox"/> DOES have approval of leading car and tire manufacturers. | <input checked="" type="checkbox"/> DOES NOT cause rust, injure car finish, or require any precautions. |

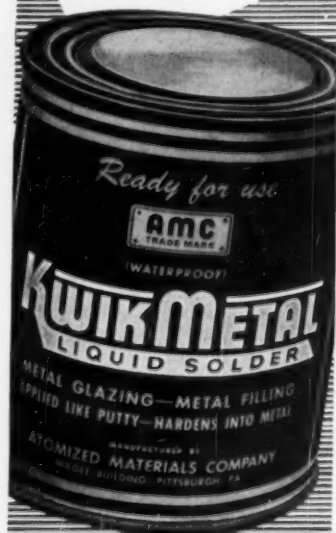
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(Rimes with TRUE-GLIDE)
Approved RUBBER LUBRICANT
Standard of the Industry Since 1938

Preferred by
over 66,000
body shops

THE INDUSTRY'S
No. 1 METAL FILLER



Yes, the trade's preferred permanent surface solder is Kwik-Metal... the 100% answer to easier, low-cost metal-repair work. It's the nation's most dependable COLD solder. No heat, no flame, waterproof, rustproof, shrink proof. Unconditionally guaranteed!



KWIK-PATCH KITS
Here is the perfect combination for large-area patching jobs. 3 profitable sizes \$3.25, \$5.25 and Economy \$13.00.

SEE YOUR JOBBER OR WRITE KWIK METAL DIVISION
ATOMIC MATERIALS CO.

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C. Guy Keen; Alton Sales Co.; Clair Cornwell;
Henry B. Swaab Co.; J. H. Heiry



Officers of the Georgia Automobile Dealers Association for the coming year are (l. to r.): W. W. Jolley, Savannah, treasurer; Durward Watson, Athens, president; Max Marsh, Macon, second vice-president, and Hix Green, Atlanta, first vice-president. L. L. Austin is secretary.

Georgia Convention Features Dealership-Operation Clinic

A RESOLUTION opposing the "unwarranted and unreasonable restriction on credit terms on automobiles which, if allowed to stand, will wreck many phases of the automobile business," was adopted by the Georgia Automobile Dealers Association at the closing session of its convention in Savannah Oct. 16-17.

A dealer clinic, moderated by John Lander of Atlanta, included four well-known dealers: O. B. Leverett of Gainesville, who spoke on "Dealer Accounting"; J. J. Westbrook of East Point, who discussed "Service"; Bernard Johnson of Atlanta, whose topic was "New-Car Selling at a Profit," and Max Marsh of Macon, who spoke on "Used-Car Merchandising."

"True economy lies in stepping up construction of straighter, wider highways, with built-in safety to accommodate today's traffic and thus cutting down maintenance costs," said Jennings Randolph, who discussed the need for improvement in the highway system of the nation in the light of mileage and registration records set last year. Randolph is treasurer of the American Road Builders' Association and a member of Randolph Motors, Inc., Elkins, W. Va., in addition to acting as assistant to president, Capital Airlines.

Dr. R. C. "Scotty" Young, well-

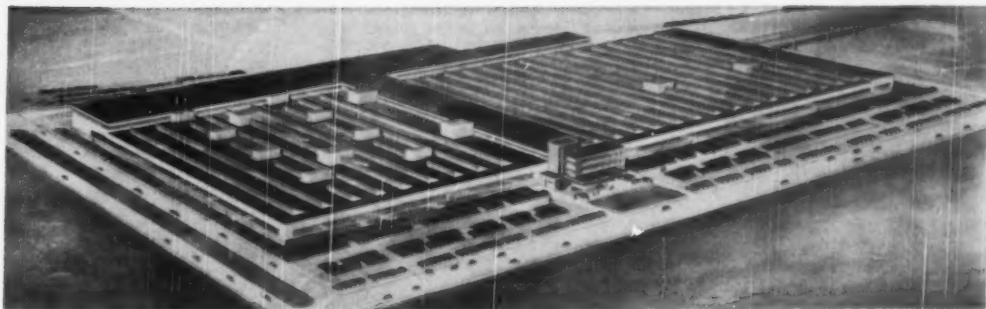
known humorist who now lives in Newnat, Ga., was the speaker at the banquet session. Ray Chamberlain, convention chairman of the National Automobile Dealers Association, spoke at the business session on the first day.

Five directors were elected for two-year terms: A. B. Branan of Cordele, R. C. Dunlap, Jr., of Macon, T. M. Lambert of Dalton,

SPONTANE
STEAM CLEANER

ALL MODELS
NOW PROTECTED
WITH A
5-YEAR
GUARANTEE

SPONTANE MFG. CO.
INCORPORATED
110 Pear Street, S. E. • Atlanta, Georgia



This artist's sketch shows the one-story plant at Flint that Buick Motor Division is now constructing to increase its capacity. The plant will have 666,000 square feet of floor space with a dining room on the second floor to serve 2,300 people. It is scheduled to be completed within a year, according to Ivan L. Wiles, general manager.

Robert Cowart of Douglas and Fred Ware of Augusta. O. B. Leverett of Gainesville was selected to fill the unexpired term of the late Dan Jacobs.

Entertainment features of the meeting, held at the General Oglethorpe Hotel, included a fashion show, open-air barbecue and dinner-dance.

Oklahomans Will Hear Johnson and McKay

JOHN E. Johnson, general sales manager of General Motors Truck and Coach Division, and R. D. McKay of Wichita, Kan., first vice-president of the National Automobile Dealers Association, are two of the principal speakers scheduled for the annual convention of the Oklahoma Automobile Dealers Association at Tulsa Hotel, Tulsa, Nov. 15-16.

A showing of the NADA film, "Dealer Dividends," and several entertainment features are also lined up for the 17th annual meeting, Manager Fred Albert reported.

Alvin Belle Isle Dies

Alvin L. Belle Isle, who operated the first taxicab on Atlanta streets and built up a business that now operates six firms, died last month from a heart attack in Murphy, N. C. He was 66. His businesses include Belle Isle Motors (De Soto-Plymouth) and Belle Isle Tires & Accessories.

Glaser's "BIG 4"



GLASER GENUINE BABBITT METAL



Also obtainable in powder form. A GLASER EXCLUSIVE in patented, handy, stick form.



You—
CHOOSE THE BEST QUALITY
LINE WHEN YOU ASK FOR

Glaser

Dollar for dollar the Glaser Line is your best buy! It's the only complete line of solders and tinning compounds on the market. Glaser solders and tinning compounds give you superior quality which makes every job a perfect job, faster, easier, and better.

Glaser—the name that stamps it beyond question for unmatched performance. Recognized as a leader by quality-conscious body men everywhere for over 28 years.

Make GLASER your guide to a line of extra quality and extra value. Ask your jobber for GLASER by name today.

See us at the A. S. I. Show, Booth No. C-22-D-21

Represented in the southeast terr. by G. W. Klier Co. Atlanta 3, Ga.
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GLASER LEAD CO., INC.

21-31 Wyckoff Avenue, Brooklyn 27, N. Y.



RENDERING DEPENDABLE SERVICE TO THE AUTOMOTIVE INDUSTRY SINCE 1922



Paul M. Ruef is now manager of the Kansas City region for the Dodge Division. He joined the division in 1944 after 19 years in the automotive business and was for a time manager of the Memphis region. His territory includes parts of Kansas, Missouri, New Mexico, Oklahoma, Utah, Arizona and all of Colorado.

Used-Car Convention Features Clinic

A DEALER clinic followed by a question-and-answer period and a panel of speeches on salesmanship and other problems of used-car dealers were scheduled for the annual convention of the National Used-Car Dealers Association at Dallas, Texas, Nov. 8-11.

Clinic topics included: salesmanship, the future of the independent automobile dealer, financial problems, uniform title laws, merchandising and advertising and taxation.

On the program were: Emory Clark, sales counselor of Dallas, Texas; Arthur C. Horrocks, public relations counsel of the Goodyear Tire & Rubber Co.; Richard A. Koch of Richard A. Koch & Co., Milwaukee; Basil R. Creighton, assistant executive director of American Association of Motor Vehicle Administrators, Washington, D. C., and R. Earl O'Keefe, Southwestern Investment Co., Amarillo, Texas.

Entertainment features included a "King for a Night" party, Texas round-up and annual banquet.

North Carolina Roll Hits 1,047 Mark

MEMBERSHIP in the North Carolina Automobile Dealers Association has grown to 1,047, an increase of 68 over last year, President T. A. Williams of

Greensboro reported to the board of directors last month.

Three committee chairmen were named at the meeting: Allan Mims of Rocky Mount for the industrial relations committee, Jack Steele of Raleigh for the legislative committee and M. Brack Wilson of Smithfield for safety.

Southerners Attend GM Dealer Council

A NUMBER of well-known southern dealers participated in the fall meetings of the General Motors dealer councils last month. There are four groups in the council with 12 dealers to a group, representing multiple-dealer cities, key points and medium cities in the United States and Canadian cities.

Participating southerners included: Multiple-city group, A. M. Costley, East Point Chevrolet Dealer, Inc., East Point, Ga., and J. B. Orand, Orand Buick Co., Dallas, Texas.

Key-point group: J. T. Allison, Sr., Allison Motor & Equipment Co., Chattanooga, Tenn.; F. S. Balch, Balch Motor Co., Little Rock, Ark.; R. L. Bolen, Downtown Chevrolet, Inc., Oklahoma City, Okla.; J. Arch Butts, Jr., Butts Cadillac-Oldsmobile, Inc., Wichita, Kan., and Bruce C. Wells, Wells-Richie Motor Co., Inc., Richmond, Va.

Medium-city group: J. B. Easterlin, Attaway - Easterlin-Sprouse, Inc., Greenville, S. C.; F. M. Late, Mustang Chevrolet Co., San Angelo, Texas, and J. S. Lloyd, Daytona Motor Co., Daytona Beach, Fla.



L. W. Smead has been promoted from assistant general sales manager to general sales manager of the Ford Division, Ford Motor Co. He joined the company in 1921 in the Washington, D. C., district office and later held executive positions there. Smead succeeds Walker A. Williams, recently elected vice-president for sales and advertising.

Fisher Body Opens Pittsburgh Plant

THE Fisher Body Division has opened its seventh plant for fabricating metal parts at Pittsburgh, Pa. The plant contains 800,000 square feet of floor space and is situated on a 68-acre tract.

The manufacturing area consists of two major departments. One is used for large stamping dies and tools. The second is used for fabricating a complete line of panels, roofs and other metal parts for body building.

A battery of 169 presses stamps out the actual parts, with each one performing a distinct operation in the finishing process.

Dealers of today or at least of tomorrow! These men from the southeastern region are graduates of Chevrolet's Post-Graduate School of Modern Merchandising and Management. They met in Atlanta last month for the eighth annual alumni reunion. Arrow at right points to T. O. McLaughlin, director of the school.



Get Busy and Tell Congress. Florida Dealers Are Advised

"CONDITIONS have been changing while we've been sleeping. We've been too busy to pay attention and do anything about it," Joseph F. Leopold, Dallas, Texas, attorney, told 650 dealers attending the convention of the Florida Automobile Dealers Association at Palm Beach Oct. 22-24.

Speaking on "Doing Business Without Paying Taxes," Leopold said that 30 per cent of the productive wealth of the country was held by tax-exempt agencies, including cooperatives, churches and schools.

"We're playing national poverty poker and letting these guys get by while we pay the bills," he asserted, predicting that action would be taken at the next session of Congress if enough pressure was brought to bear.

"Do more than applaud me, write your congressman," Ralph W. Carney, retired vice-president of the Coleman Co., Inc., Wichita, Kan., told the dealers when an ovation greeted his dubbing Regulation W as "vicious."

There is as much need for a peacetime army of trained salesmen to safeguard prosperity as

there was for a military army for wartime defense, he stated.

"Nothing would please Russia more than an economic collapse and depression in this country," he said in his address on "Selling to Defend America."

"Americans no longer want to work," he said. "Liberalism is being liberal with other people's money, leading people to seek security without paying for it."

The convention went on record as favoring "the establishment of a long-range highway planning committee made up of officials and public-spirited citizens to recommend, after thorough engineering and financial studies, a planned system of highways to meet the needs of all our citizens." The progress of the state is reflected in the progress of highway transportation and the sound development of the highway system, the resolution stated.

Speakers for the convention sessions also included: Fred L. Haller, Washington, D. C., president of the National Automobile Dealers Association; J. Saxton Lloyd of Daytona Beach, NADA director; Walter W. Belson, Washington, D. C., director of public

relations for American Trucking Associations, Inc., and Kenneth McFarland, superintendent of public schools, Topeka, Kan.

A water show at the Palm Beach Biltmore, the convention hotel, was a highlight of the entertainment. The meeting closed with the annual dinner-dance.

Who Keeps the Wheels Rolling in N. C.?

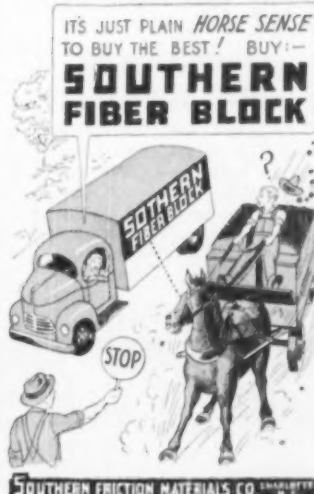
"Who keeps the wheels of progress rolling in North Carolina?" asked a folder from Mrs. Bessie B. Ballentine, executive secretary of the North Carolina Automobile Dealers Association.

The automobile dealer, the folder said, and gave these reasons for its answer:

Capital investment of North Carolina franchised new-car and truck dealers is \$100,000,000—four times the investment of the next largest industry. Annual retail sales of these dealers amount to more than \$500,000,000—about one fourth of the total retail sales of the state.

About 25,000 people are employed by the dealers and have an annual purchasing power of \$75,000,000. About 100,000 people in North Carolina are dependent on this industry for their livelihood.

Officers of the Florida Automobile Dealers Association for 1951 include (l. to r.): Seated, General Manager Walter C. Mallory; Charles S. Brooking, Gainesville, senior vice-president; Stanley Peeler, West Palm Beach, president, and Eugene R. Elkes, Tampa, secretary-treasurer; standing, W. R. Bird of Homestead, George L. Ellwood of Hollywood, Byron H. King, Jr., of Orlando, Marion G. Nelson of Panama City and William Catlin of Jacksonville, all district vice-presidents. Hammond Jones, Lakeland, vice-president, is not shown.



Dealers' Forecasts Vary On Effects of Credit

THE impact of the unexpected 15-month credit restrictions on new and used cars caught southern dealers just as unawares of what to expect as it reportedly did in other regions of the United States.

From "this puts us out of business" on up to assertions by the more-optimistic comments that "it merely means we're going to have to get out and sell, sell, sell," the range in between these views was quite wide.

Take the comment by S. E. "Ed" Kossman, Buick dealer of Cleveland and president of the Mississippi Automobile Dealers Association:

"This nation has been made great by its free-enterprise system. Installment buying has made it possible for the man with a low income to buy the finer things of life. Had it not been for installment buying, we could not have the high plane of living which has been the envy of the Communists.

"If this is necessary—or whatever else might be necessary—to



"Swing your partners" was the theme of the Harvest Ball at the recent convention of the Automobile Dealers Association of Alabama, Inc., at the Buena Vista Hotel, Biloxi, Miss. A group of dealers and their wives are shown in the colorful costumes for the occasion. Story of the convention and photo of new officers are on page 82.

win the war, I am for it.

"Historically, we got along all right with one-third down and 24 months without any government control and without causing any inflation I know of, and so I

wonder if this is necessary."

Kossman, along with several other dealers, was interviewed during the convention of the Tennessee Automotive Association.

Horace Hull of Hull-Dobbs, the

"Aero-Seal"

HOSE CLAMPS

can be reinstalled
in
ANY POSITION
and still assure a
TIGHT JOINT!

Avoid leaky joints with "Aero-Seals." No need to position carefully on replacement. Curved saddle prevents distortion of hose, assures uniform sealing pressure around complete circumference. Hardened steel worm drive unscrews easily, but will never work loose.

ANOTHER **BREEZE** PRODUCT

USE AGAIN AND AGAIN

ORDINARY CLAMP

Hose distorted. Leaks if clamp replaced in new position.

AERO-SEAL CLAMP

Saddle protects hose. Uniform pressure prevents distortion.

"Aero-Seal"

HOSE CLAMPS

BREEZE CORPORATIONS, INC.

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SOLDER

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Make your work easier with Federated Gardiner brand Acid Core Solder. It melts fast . . . evenly . . . produces a tight bond.

Look for it in the familiar blue package wound on metal spools. Comes in all sizes and compositions . . . analysis on the package. Listed by Underwriters' Laboratories, Inc.

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Division

AMERICAN SMELTING AND REFINING COMPANY
WHITING, INDIANA (CHICAGO)

"Suppliers' Day" was observed last month at the Hapeville, Ga., assembly plant of Ford Motor Co. A luncheon and a tour, headed up by Plant Manager H. C. Dorsey and Purchasing Agent Karl Johnson, were on the program. A highlight was the showing of Ford's new motion picture, "6,000 Partners," the story of 6,000 companies, large and small, which help the company to build cars and trucks. The film may be borrowed by any interested groups to show their employees by contacting Ford factory representatives. The 30-minute film shows the creation of an automobile from the drawing board to final assembly and how the dollars paid for a new car go into the pockets of a wide assortment of employees of allied industries.



Memphis firm which has expanded into many states to become the world's biggest Ford dealer, commented:

"It means that new days are ahead and they mean more work, more sweat and more standing on our feet and less sitting on our seat, just as one of our state-convention speakers said last night, and, above all, consideration of the public and their interests."

S. E. Skinner, vice-president of General Motors and general manager of the Oldsmobile Division, said in still another interview with representatives of SOUTHERN AUTOMOTIVE JOURNAL:

"This is just one of many things we are going to have to put up with in the future.

"There is no guarantee of security in this American way of life. We have fought and scratched to get where we are and we are going to have to keep working at our job.

"For some time, almost since the first year after the war, we have been telling ourselves that we have got to get out and sell. This change, to whatever degree it may deter sales, is another reason for getting out and selling."

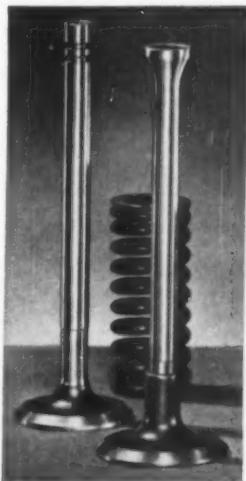
N. A. Carter, Jr., Opens Memphis Truck Company

N. A. CARTER, Jr., has announced the opening of the Aero Truck-Trailer Equipment Co. at 1727 Florida St., Memphis, Tenn. The firm will specialize in brake work and fleet service.

Carter formerly was sales manager for Fruehauf Carter Co. at Memphis headquarters.



help restore that "FIRST YEAR" pep...



MANLEY *Chromatic* VALVES and VALVE SPRINGS

Manley Valve Corporation
Philadelphia 30, Pa.

District Sales Representatives:
Lawrence M. Hirsig Co.
Jacksonville
J. S. Connell Co., Dallas

Overcoming Credit Effects Forms Mississippi Theme

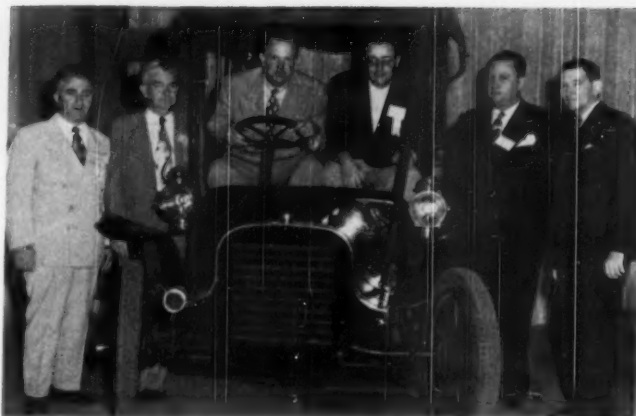
By Cosman Eisendrath

WAYS in which dealers and manufacturers can help to overcome the effects of the 15-month credit restrictions were the theme of the Mississippi Automobile Dealers Association convention at Biloxi Oct. 22-24.

Already many dealers throughout the country are being forced to lay off from 25 to 50 per cent of their employees as a result of declines in business, due primarily to credit curbs, dealers said at the meeting.

"Automobiles are a necessity, not a luxury, and the drastic premature and discriminatory installment terms the government is forcing upon those who need and must buy essential transportation, particularly the lower-income buyers, represents a severe and unnecessary hardship upon the American public," the association said in one of the resolutions adopted.

The regulation "will result in serious slow-down of the entire automobile industry with grave



Gathered around the 40-year-old car that was used to introduce them to the convention are the officers of the Mississippi Automobile Dealers Association (l. to r.): V. M. Box of Corinth and J. J. Harry of Gulfport, vice-presidents; Tom Garrett of Tunica, president; C. H. Hawkins, Kosciusko, secretary; Rodney Henderson, Jackson, vice-president, and George Lemon Sugg of Jackson, manager.

effect on the nation's economy," the resolution stated.

Car manufacturers are stressing their lower-priced units in production in order to make products available to the public at a lower down payment and lower monthly payments, said Walter J. Wilkins of Norfolk, Va., an NADA director, in his address to the more than 400 dealers attending the meeting.

Overhead must be reduced because Regulation W is taking 2,000,000 people out of the automobile-buying market, Ace Bailey, automobile editor of *The Commercial Appeal*, Memphis, Tenn., said.

C. J. Farrington, assistant to the president of the National Automobile Dealers Association, urged greater interest in governmental affairs, saying that the future of the automobile business

was uncertain because of controls.

Other speakers included: M. R. Darlington, managing director of the Inter-Industry Highway Safety Committee, who asked dealers to support driver-training courses for high schools; Gene Flack, sales counsel for Sunshine Biscuit Co., and L. J. Smith, assistant convention manager for NADA.

Missourians Will Meet At St. Louis in May

THE 1951 convention of the Missouri Automobile Dealers Association will be held May 14-15 in St. Louis, Manager James A. Gorman announced last month.

Harry Gooch of Troy is chairman of the convention committee. Members include: Dave Riesmeyer of Webster Groves, Percy Tucker, Lansing Thomas and Ray McCarthy, all of St. Louis.

successful operators push car
washing because the car owner who has
his car washed is the best potential
customer for additional
automotive services

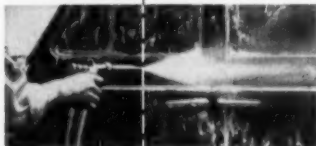
cold steam

blasts
stubborn
dirt

the washer connects to
your regular air and hot
or cold water supply.

no back
splash

no boots or apron
needed with washer.



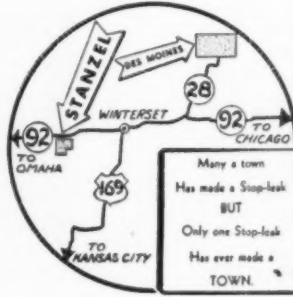
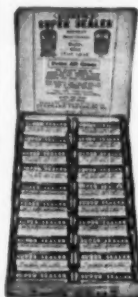
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easy
effective

saves time, effort in
cleaning motors, parts.

HYDRO-AIR Pressure \$9.95
Washer

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If your jobber cannot
supply you, we will
ship direct - postpaid



**STANZEL'S
Super Sealer**

Nothing Like It
FOR
Repairing Cracked Blocks

MADE AT
STANZEL AND DES MOINES
Order a Carton (20 cans)
NOW!

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The 1951 officers of the New Mexico Auto Dealers Association are (l. to r.): John W. Hall, Jr., of Roswell, secretary-treasurer; H. L. Galles, Sr., of Galles Motor Co., Albuquerque, president; R. Dean Wait, Carlsbad, vice-president, and William Randolph of Albuquerque, executive secretary and manager.



Give Buyers 18 Months, N. M. Dealers Urge

By Gerald J. Brown

DECLARING that the present 15-month limit to complete payments on installment buying will create "insecurity for dealers," the New Mexico Auto Dealers Association, in convention at Carlsbad, N. M., Oct. 15-16, sent telegrams to the state's senators and representatives asking for an upward revision to permit at least 18 months in which to make payments.

In a strongly-worded resolution, the dealers expressed their opposition to "all unnecessary governmental regulation, regimentation and control unjustifiably promulgated under the guise of economic stability . . . and particularly . . . Regulation W."

The safety factor entered the picture with the adoption of a resolution terming the increased restrictions of Regulation W as likely to increase highway hazards. New curbs would make it "impossible for the average working man to purchase a new or late-model used automobile and will result in factory unemployment and undue hardship to the public," the resolution adopted by the dealers stated.

"A fairly robust civilian economy was possible even on a medium-war footing, but this has all been changed with the unwarranted restriction of credit," said Paul M. Millians, vice-president of Commercial Credit Co. of Baltimore, Md., one of the convention speakers. Millians is a native of Georgia.

Two panel discussions by members were other highlights of the program.

Directors for the coming year include: Joseph DuBois, Santa Fe; I. J. Hilton, Las Vegas; Orville Pickett, Hot Springs; A. E. Thomas, Albuquerque; H. Lackey, Raton; Leo J. Valdez, Las Cruces; E. S. Walkey, Silver City; Reese Cagle, Clovis, and E. R. Wood, Santa Fe.



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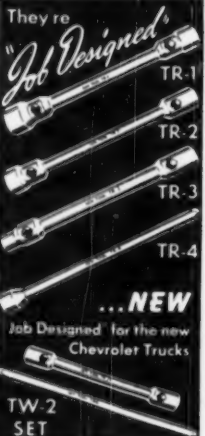
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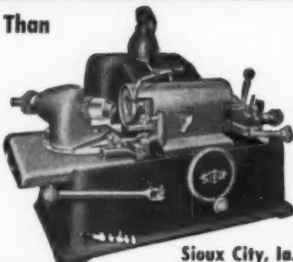
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C. P. Simpson (right) of Houston, newly-elected president of the Texas Automotive Dealers Association, is shown with E. A. Kinsel of Beaumont, third vice-president, at the convention in Fort Worth.

Business Men Need Freedom, Shivers Tells Texas Dealers

By Irvin Farman

"WE ARE all for an all-out rearmament program to hold back aggressor nations, but in doing so let us not sacrifice the freedoms of individuals and business men to operate in the American tradition," Governor Allan Shivers told the opening session of the Texas Automotive Dealers Association in Fort Worth Oct. 8-10.

"If business is going to support a war economy, it must be free enough from controls to carry out its task," he asserted.

Governmental controls, higher prices, credit restrictions, employee relations and taxation were the chief topics at the business sessions of the 500 dealers attending the meeting.

"If you don't have good employee relations, you may find that a union will do it for you," Hugo Wehmeier, Pontiac dealer of Chicago, said, stressing that contented and enthusiastic employees mean a better and more profitable business.

He told of a program he insti-

tuted of giving an envelope containing a \$10 bill to each of his employees at Christmas, a program that later expanded into a Christmas party at which each employee received a basket of fruit, a turkey and a personal gift for his wife, addressed to her by name.

The dealers adopted a resolution calling on Congress to re-examine the tax exemptions granted institutions such as schools, churches and labor unions and to impose taxes on those engaged in competitive business.

A law requiring that overloaded trucks have their excess cargoes taken off at the spot where they are weighed by state inspectors was urged by W. A. "Cap" Williamson, vice-president and manager. He said this law would be sought at the next session of the legislature.

Other speakers included: Dr. D. M. Wiggins, president of Texas Technological College, who warned that the nation's political freedom was being jeopardized by government attempts to take the risks out of life; Dean William R. Spriegel of the University of Texas College of Business Administration, and Joseph F. Leopold of Dallas, a representative of National Tax Equality Association.

C. P. Simpson of Houston was elected president, succeeding Thomas F. Abbott, Jr., Fort Worth. Harry Kelly of Austin was named second vice-president and E. A. Kinsel of Beaumont was elected third vice-president.

Directors for 1951 include: L. J. McMasters of Tyler, Sam H. White of Refugio, Earle Hughes of Abilene, F. D. Mitchell of Waco, Charles P. Hempel of Orange, L. A. Howerton of Paris and B. B. Brown of Houston.

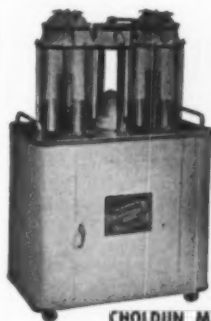
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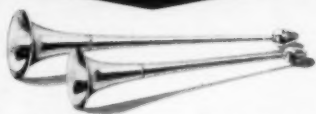
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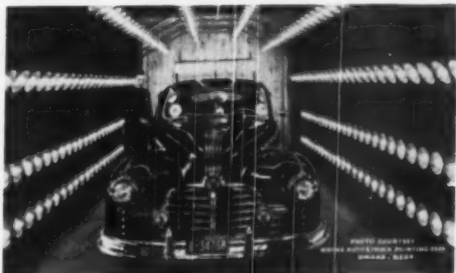
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Southern Automotive Journal
ATLANTA, GEORGIA

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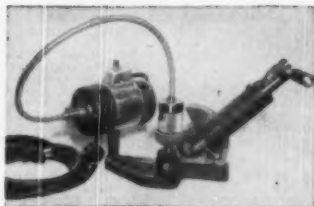
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193. WIRE & CABLE CATALOG—A 24 page catalog covering every automotive use of electric wire and cable, complete with specification data—Electric Auto-Lite Co., Merchandising Division, Champlain & Chestnut St., Toledo 1, Ohio.

203. POROUS CHROME PISTON RINGS—A 4-page folder answering pertinent questions concerning Porous Chrome—the newest development in piston rings. Kopper Company, Inc., Piston Ring Division, P. O. Box 628 Baltimore 3, Maryland.

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